

International Olympic Committee

# MARKETING REPORT **SOCHI 2014**





## CONTENTS

FOREWORDS	004
HOT. COOL. YOURS.	010
OLYMPIC MARKETING OVERVIEW	018
OLYMPIC BROADCASTING	024
OLYMPIC SPONSORSHIP	038
TICKETING AND THE SPECTATOR EXPERIENCE	094
LICENSING AND MERCHANDISE	100
THE OLYMPIC AND SOCHI 2014 BRANDS	108
PROTECTING THE OLYMPIC BRAND	120
ACKNOWLEDGEMENTS	128



## THOMAS BACH, PRESIDENT, INTERNATIONAL OLYMPIC COMMITTEE

The Sochi 2014 Olympic Winter Games saw athletes inspire the world over 17 magnificent days.

Our Russian hosts had promised excellent sports venues, outstanding Olympic Villages and impeccable organisation, and we can say, without question, that they delivered.

There are many people who contributed to the great success of the Sochi 2014 Olympic Winter Games, including the Organising Committee, the International Winter Sports Federations, the National Olympic Committees, the volunteers and the people of Sochi.

Our commercial partners, including the IOC's broadcast partners and the Worldwide Olympic Partners, also made essential contributions, whether through financial support or by providing products, expertise and technology to stage the Games.

In Sochi, each of our marketing and broadcasting partners helped ensure that the world's finest athletes were able to give their best on this great stage; and it is safe to say that the Games simply would not have been possible without their invaluable contributions.

The International Olympic Committee's mission is to build a better world through sport, and that is why we invest almost all of our revenues in the worldwide development of sport, including distributing more than 90% of our income to support future host cities of the Olympic Games, the athletes of the 204 National Olympic Committees and the International Sports Federations.

We are profoundly grateful to all our partners for their support, and in this report you will see how important their efforts were in staging the Sochi 2014 Olympic Winter Games and sharing the athletes' performances with the world.

Thomas Bach





## GERHARD HEIBERG, CHAIRMAN, IOC MARKETING COMMISSION

There are many reasons why the Sochi 2014 Olympic Winter Games will be remembered so fondly. We were lucky to experience an array of extraordinary sporting performances, and the Organising Committee successfully provided exceptional facilities for both spectators and athletes.

But the Sochi 2014 Olympic Winter Games also marked another significant chapter in the history of the IOC's marketing programmes.

From a broadcasting perspective, these Games broke new ground by offering more coverage on more channels and platforms than ever before, with the amount of digital coverage of Sochi 2014 exceeding traditional television broadcasts for the first time in Olympic history.

Our Worldwide Olympic Partners also played an integral role in staging the Games by providing crucial services and products to the Organising Committee, while also promoting the Games and the Olympic values through innovative marketing activations – both in the host country of Russia and throughout the rest of the world.

The Sochi 2014 Organising Committee's own domestic marketing programme also proved to be a great success.

Were it not for the efforts of our broadcasting and marketing partners, the world's best winter sports athletes would not have been able to excel as they did, and we would not have been able to share in their performances. So we are profoundly grateful for our Partners' contributions, which allowed us to enjoy the many unforgettable moments that Sochi 2014 gave us.



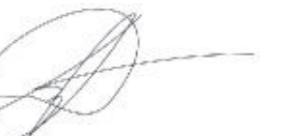
## DMITRY CHERNYSHENKO, PRESIDENT, SOCHI 2014 ORGANISING COMMITTEE

The Sochi 2014 Olympic Winter Games showed the new face of Russia to the world. We constructed – from scratch – state-of-the-art sports venues that set the perfect stage for the performances of a lifetime. We connected those venues with modern, efficient and accessible infrastructure; and we filled them with passionate fans cheering on new Olympic heroes no matter what flag was flying. From start to finish, our magnificent volunteers welcomed the world with open arms, open minds and open hearts.

The Sochi 2014 Organising Committee took on the biggest project in Olympic history, and we delivered it on time and to standards that have raised the bar for future hosts: world-class quality with a Russian flavour. That success would not have been possible without the relentless commitment and creativity of our marketing partners. They contributed not only the funding, the services and the products that make a successful Games, but also the expertise, the people and the passion that make for truly unforgettable Games.

It has been well publicised by now that Sochi 2014's marketing programme generated the biggest revenues in Winter Games history. But, remarkably, that record-breaking USD 1.3 billion is only half the story.

With the help of Sochi 2014's partners, we were able to achieve one of our most fundamental objectives and ignite the flame of the Olympic spirit in the hearts of Russian people right across our vast nation. Nine time zones, 143 million people speaking over 100 languages, a continent in one country – and yet Sochi 2014 managed to unite the Russian people in all their magnificent diversity. Our partners gave us the reach and the voice to touch hearts and minds nationwide. For that, the Sochi 2014 Organising Committee and the Russian Federation owe them an enormous debt of gratitude.




CHAPTER ONE  
HOT. COOL. YOURS.

## HOT. COOL. YOURS.

From the awe-inspiring aerial exploits of snowboard slopestyle and the adrenaline-fuelled racing of ski cross, to the tactical intricacies of curling and the elegant grace of figure skating, the Sochi 2014 Olympic Winter Games provided sports fans around the world with countless highlights throughout their 17 days in the global spotlight.

As soon as the Games first came to life during a spectacular Opening Ceremony, which took fans and viewers on a breath-taking – and often surreal – journey through Russia's rich history and diverse cultural heritage, Sochi 2014 never failed to deliver the drama and passion that separates the Olympic Games from all other sporting events.

**“THERE IS NO HIGHER COMPLIMENT THAN TO SAY, ON BEHALF OF ALL PARTICIPANTS AND ON BEHALF OF ALL OF MY FELLOW OLYMPIC ATHLETES: THESE WERE THE ATHLETES’ GAMES.”**

THOMAS BACH, IOC PRESIDENT

Athletes from a record 88 National Olympic Committees graced Sochi's glistening array of venues; thrilling enthusiastic crowds and billions of viewers around the world with their performances.

Memorable highlights included Germany's Carina Vogt soaring down the RusSki Gorki hill to become the first-ever Olympic champion in women's ski jumping; Norway's Ole Einar Bjørndalen winning the 12th and 13th Olympic medals of his career to become the most decorated Winter Olympian in history; and Alpine skiers Tina Maze, of Slovenia, and Dominique Gisin, of Switzerland, sharing a momentous gold in the women's downhill.

The Dutch speed skaters also proved their dominance in the Adler Arena, winning eight out of the 12 events contested; Darya Domracheva, of Belarus, eclipsed her rivals to win three biathlon gold medals; and Canada claimed a unique double by winning the men's and women's competitions in both curling and ice hockey.

**“THESE WERE THE BEST OLYMPICS!”**

Noriaki Kasai  
(@nori66nori),  
Japanese ski jumping  
large hill silver  
medallist, on Twitter





“WE DID IT.  
WE CONQUERED  
THE OLYMPIC  
SUMMIT. AND  
THESE GAMES  
WILL BE WITH  
US FOREVER –  
OLYMPICS.  
COOL. OURS.”

DMITRY  
CHERNYSHENKO,  
SOCHI 2014  
PRESIDENT



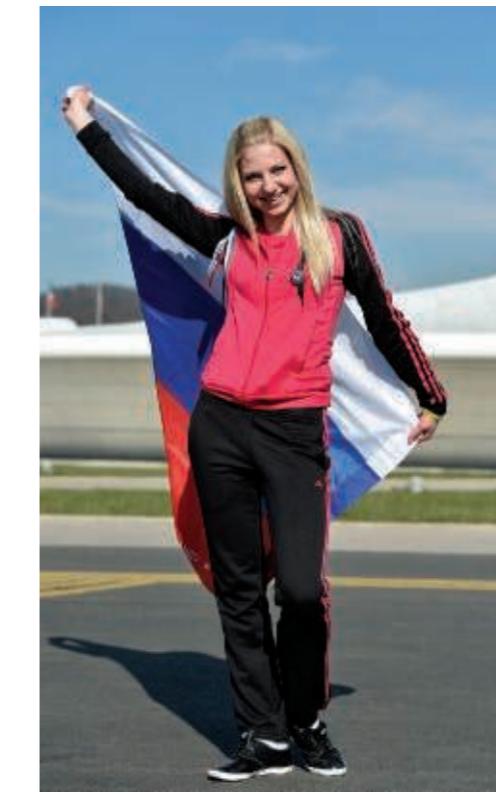
**DID YOU KNOW**

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Italian Armin Zöggeler (left) has now won six medals in the same individual event at six consecutive Games, after claiming luge bronze in Sochi.

“ABOUT 10 YEARS AGO, I WOULDN’T HAVE IMAGINED THAT THE OLYMPIC WINTER GAMES WOULD TAKE PLACE HERE IN MY HOMETOWN OF SOCHI. IT WAS A TOWN WITH ONLY ONE ROAD LEADING TO THE MOUNTAINS WHERE TWO CARS WOULD HAVE TROUBLE PASSING EACH OTHER, BUT NOW IT RESEMBLES A BEAUTIFUL EUROPEAN CITY AND I’M VERY HAPPY.”

ALEXEY VOEVODA, RUSSIAN TWO-MAN BOBSLEIGH GOLD MEDALLIST (BELOW)



“ALL OF RUSSIA WAS SO HAPPY WHEN SOCHI WON THE GAMES AND IT’S GREAT TO SEE SO MANY PEOPLE HERE; IT’S LIKE A FESTIVAL. WE’RE REALLY ENJOYING IT AND I THINK ALL OF RUSSIA WILL REMEMBER THESE GOOD TIMES.”

OLGA POSOKHOVA, OLYMPIC FAN FROM RUSSIA (ABOVE)



“NOT SURE  
ABOUT MUCH,  
BUT DARN SURE  
THE WEATHER,  
THE PEOPLE, THE  
ORGANISATION  
AND THE  
SCENERY ARE  
AMAZING.”

Billy Demong (left),  
USA Nordic combined  
athlete, on Twitter

**DID YOU KNOW**

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Slovenia’s Tina Maze and Switzerland’s Dominique Gisin (below) both clocked 1m 41.57s in the women’s downhill to finish in an extraordinary dead heat – the first ever seen at the Winter Games.



“NOT SURE  
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Billy Demong (left),  
USA Nordic combined  
athlete, on Twitter



There were also memorable successes for athletes who had competed at the inaugural Winter Youth Olympic Games in Innsbruck in 2012, with Russia's Adelina Sotnikova producing a magical free skate to win women's figure skating gold; Korean short-track speed skater Shim Suk-Hee topping the podium in the women's 3,000m relay; and Andreas Wellinger helping Germany claim gold in the team ski jumping event. Sochi 2014 also marked the debut of 12 new Olympic events, with the figure skating team competition, biathlon mixed relay, mixed luge team relay, ski halfpipe, ski slopestyle, snowboard slopestyle, snowboard parallel slalom and women's ski jumping all being held for the first time at the Winter Games.

In total, a record 98 events took place amidst a carnival atmosphere in Sochi, as fans turned out in their thousands to support their heroes. And it was the home crowd who had most reason to cheer, with Russia winning 13 gold, 11 silver and nine bronze medals. Among the most memorable moments were Victor Ahn's three short-track speed skating gold medals, Albert Demchenko's two luge silver medals at his seventh Winter Games and teenager Yulia Lipnitskaya's performance in the team figure skating event.



But it was not only the Russian medallists who were greeted with deafening roars from crowds, with spectators in each venue helping to create an unforgettable atmosphere that truly made Sochi 2014 feel hot, cool, "ours" for all those lucky enough to experience it.

**"WHAT I WILL REMEMBER IS THE WARMTH OF THE PEOPLE, THE EFFICIENCY, AND DISCOVERING A COUNTRY I DIDN'T KNOW. I WILL LEAVE WITH THE FONDEST OF MEMORIES."**

**JEAN-CLAUDE KILLY, IOC MEMBER AND CHAIRMAN OF THE IOC COORDINATION COMMISSION FOR SOCHI 2014**



## CHAPTER TWO MARKETING OVERVIEW

## THE SOCHI 2014 MARKETING REPORT

While fans around the world celebrated the inspirational performances of the athletes, Sochi 2014 also highlighted the continued strength of the Olympic marketing programmes. With digital coverage coming of age, a record-breaking domestic sponsorship programme, hugely successful ticketing and licensing initiatives and an array of innovative activations by the Worldwide Olympic Partners, Sochi 2014 proved once again how important commercial partnerships are to the overall success of the Games.

This Sochi 2014 IOC Marketing Report aims to provide a broad overview of these achievements by looking in turn at the broadcasting, sponsorship, ticketing and licensing programmes, while also highlighting how the Olympic brand played an integral role in the effective marketing of the Games, and what measures were taken to protect it.

**“SOCHI 2014 ONCE AGAIN DEMONSTRATED THE APPEAL OF AN ASSOCIATION WITH THE OLYMPIC BRAND FOR THE WORLD’S LEADING COMPANIES.”**

**GERHARD HEIBERG, IOC MARKETING COMMISSION CHAIRMAN**

## MAIN OBJECTIVES OF THE OLYMPIC MARKETING PROGRAMME

Ever since the first modern Games were staged in Athens in 1896, the Olympic Movement has received contributions from commercial entities in order to support the staging of the Games. Nowadays, the International Olympic Committee operates a multi-faceted Olympic marketing programme built on the unique global marketing platform created by the Olympic brand and the Olympic Games. Long-term marketing initiatives play a key role in the promotion of the Games and the Olympic values, while also generating revenue in order to ensure the future financial security and stability of the Olympic Movement as a whole. Through the sale of Olympic broadcast rights, for instance, the IOC is able to guarantee that the Games can be experienced by the maximum number of people around the world, while the efforts of the IOC’s Olympic marketing partners also ensure the global promotion of Olympism and support sports development activities around the world.





## REVENUE SOURCES

The IOC's Olympic marketing programme generates revenue for the Olympic Movement through several separate initiatives, including the sale of broadcast rights, The Olympic Partners (TOP) worldwide sponsorship programme and the IOC's official licensing programme.

The Games themselves are also supported by domestic sponsorship, ticketing and licensing programmes, which are run by the OCOGs – under the direction of the IOC – within the host country of the Games. National Olympic Committees (NOCs) also manage their own commercial sponsorship programmes to fund their Olympic teams, granting Olympic marketing rights within the NOC country or territory only, in categories that do not compete with the TOP sponsors.

## REVENUE DISTRIBUTION

The IOC equitably distributes more than 90% of the revenue generated by the Olympic marketing programmes to organisations within the Olympic Movement. These include the Organising Committees for the Olympic Games (OCOGs), the 204 NOCs and their continental associations, the International Federations (IFs), and other recognised international sports organisations. NOCs use these funds to support their Olympic teams and athletes, while OCOGs invest in the staging of the Olympic Games and IFs help support the development of sport around the world.

The IOC retains less than 10% of the revenue it generates in order to cover the operational and administrative costs of governing the Olympic Movement.

### DID YOU KNOW

The IOC distributes revenue to support sport at all levels, including:

- direct funding to support the Organising Committee of each Olympic Games
- to National Olympic Committees to help them support their athletes at national and local levels
- to International Federations to run and promote their sports globally
- via Olympic Solidarity funding to help individual athletes and coaches, and to support sport around the world

*To generate and manage these resources, and all of the IOC's sport-related programmes, the IOC retains less than 10% of revenue it generates.*



## CHAPTER THREE BROADCASTING



## THE SOCHI 2014 BROADCAST

Sochi 2014 marked a turning point in the history of Olympic broadcasting, highlighting the changes in the way that audiences consume major sporting events and underlining how broadcasters are embracing new platforms and technologies to deliver more coverage to more people than ever before.

For the first time at any Olympic Games, the amount of digital coverage available exceeded that of traditional television broadcasts, representing another step towards the digitalisation of modern sporting events. The broadcast of the Games broke other records too, with more hours of coverage than any previous Winter Games and more channels around the world showing Games action than ever before. In total, more than 100,000 hours of Sochi 2014 coverage was shown around the world – far exceeding the 57,000 hours that were shown of the Vancouver 2010 Winter Games.

Of the total output, approximately 48,000 hours were shown on television, with 464 channels showing coverage around the world, while 230 dedicated digital channels – including 155 websites and 75 apps – carried a total of 60,000 hours of digital broadcast coverage.

Sochi 2014 also saw the highly successful launch of the Olympic Video Player (OVP) app, which was developed by Olympic Broadcasting Services (OBS) to provide live streaming and on-demand video, including integrated statistics, of every Games event, allowing coverage from Sochi to be enjoyed in territories that have never experienced the Winter Games before. Over the two weeks of the Games, users in a total of 95 countries and territories downloaded the OVP app, consuming over two million hours of video and audio.

**“RATINGS ACROSS THE WORLD CONSISTENTLY SHOW THAT THIS IS BY FAR THE MOST-VIEWED OLYMPIC WINTER GAMES EVER, AND THE REACH OF THESE WINTER GAMES IS UNPRECEDENTED.”**

**YIANNIS EXARCHOS, CEO, OLYMPIC BROADCASTING SERVICES**

SOCHI 2014 BROADCASTING FACTS						
	Hours broadcast globally	Total TV hours	Total digital hours	TV channels	Global audience reach*	
Sochi 2014	114,000	48,000	60,000	464	2.1bn	
Vancouver 2010	57,000	32,000	25,000	240	1.8bn	

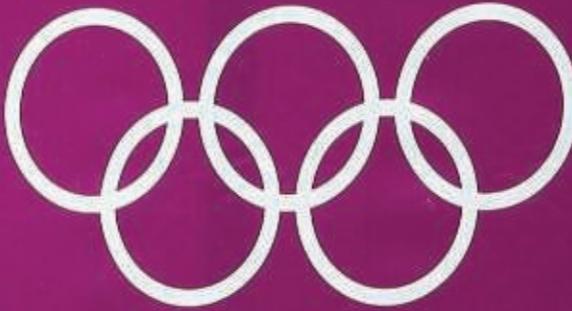
\*Estimated audience to have watched at least one minute of dedicated broadcast





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## 2014



BROADCASTING | 029

### OLYMPIC BROADCASTING SERVICES (OBS)

**“OVERALL, THE BROADCASTING FOR THE GAMES HAS BEEN A VERY BIG SUCCESS. FIRST OF ALL, THE FUNDAMENTALS: COMPETITION HAS BEEN AT A VERY HIGH LEVEL, I BELIEVE THE BROADCASTERS ARE HAPPY WITH THE IMAGES THEY HAVE RECEIVED, BUT THE MOST IMPORTANT THING IS THAT THE SPECTATORS ARE HAPPY.”**

**YIANNIS EXARCHOS, CEO, OLYMPIC BROADCASTING SERVICES**

The record-breaking coverage of Sochi 2014 was produced by Olympic Broadcasting Services, which was created by the IOC in 2001 in order to serve as the Host Broadcaster organisation for all Olympic Games, Olympic Winter Games and Youth Olympic Games.

OBS was responsible for producing and transmitting the international television signal, delivering live, unbiased radio and television coverage of every sport from every Sochi 2014 venue to Rights-Holding Broadcasters, for the enjoyment of billions of viewers around the world.

In total, OBS used more than 450 cameras to produce approximately 1,300 hours of live coverage, with 31 High Speed Slow Motion cameras (up from 16 in Vancouver in 2010) and a number of other special camera systems helping to capture unique and original angles of the Winter Games.



## GLOBAL BROADCAST HIGHLIGHTS

With billions of viewers tuning in around the world to watch the action from Sochi, the global interest in the Winter Games was higher than ever before. Coverage of the Games themselves – including the Opening and Closing Ceremonies – reached an estimated 2.1 billion viewers in 220 countries and territories around the world, with many Rights-Holding Broadcasters enjoying record-breaking audience figures and digital coverage attracting more users than during any previous Winter Games.

### RUSSIA

In the host country, broadcasters delivered more Winter Games coverage than ever before, with over 11,700 hours shown across all platforms. Throughout the Games, over 119 million people across Russia (85% of the TV population) watched at least 15 minutes of programming, with 45.8 million viewers tuning in for the Opening Ceremony, making it one of the top-rated Russian broadcasts of all time.

By the end of the Games, a total of 51 Sochi 2014-related programmes – excluding the Opening and Closing Ceremonies – had attracted an audience of at least 10 million viewers, which was more than the total number of sports programmes for the last six years combined. The live coverage of Russian figure skater Adelina Sotnikova's gold medal-winning performance in the women's free programme was the highest rated broadcast of the Games, attracting an average audience of 21.5 million viewers.

Sochi 2014 coverage was also made available via the internet and on mobile devices in the host country, generating a total of over 400 million page views and over 180 million video views (compared with 7.5 million video views during Vancouver 2010).



### DID YOU KNOW

There were 310 free-to-air television channels showing Sochi 2014 coverage around the world, compared with 128 for the Vancouver 2010 Winter Games.

## REST OF EUROPE

In Germany, ARD and ZDF's shared coverage of over 220 hours reached a unique audience of 48 million people across the duration of the Winter Games. The highest average programme audience from Sochi 2014 on German television was 9.2 million, as viewers tuned in to watch Felix Loch claim his second successive gold medal in the men's luge. A little later on the same day, an average audience of 8.7 million watched the men's ski jumping, as Andreas Wellinger narrowly missed out on a medal.

German digital coverage – offered by ARD / ZDF – generated nearly 20 million video views, an increase from the 14 million views produced by the same broadcasters during Vancouver 2010.

In France, a total unique audience of 49 million tuned in to some coverage of Sochi 2014 on France Télévisions; a rise of 5% compared to Vancouver 2010. The Closing Ceremony attracted an audience of 4.7 million viewers, representing a quarter of those watching television in the country at the time. This was also a significant increase on French audiences for the past two Winter Games Closing Ceremonies, attracting more than 10 times the viewers of the Vancouver 2010 broadcast and nearly a 40% increase on Turin 2006.

In Italy, over 22 million people (39% of the TV population) watched at least one minute of programming during Sochi 2014, with a peak audience of 2.3 million viewers watching Carolina Kostner win bronze in the women's figure skating, comfortably beating entertainment programming such as X Factor and Masterchef.

Over 280 hours of coverage aired in the Netherlands, a rise of 29% from Vancouver 2010. A unique audience of 14.4 million people tuned in for at least one minute of Sochi 2014 coverage in the Netherlands (an increase of 6% compared with Vancouver 2010).

An average audience of 4.5 million viewers in the Netherlands (nearly 30% of the TV population) also watched as Dutch athlete Sven Kramer retained his gold medal and set a new Olympic record in the men's 5km speed skating final. This represented 87.8% of all TV viewers at the time and was higher than any sports audience in the Netherlands during all of 2013, including the European Speed Skating Championships in Heerenveen in January 2013. The audience was also higher than any sports broadcast in the Netherlands since UEFA Euro 2012, achieving more viewers than any coverage of London 2012.



In Norway, coverage of Sochi 2014 totalled over 700 hours, an increase of 63% compared to Vancouver 2010, while a total unique audience of 4.1 million people (88% of the TV population) watched at least one minute of programming during the Winter Games. Coverage of the men's cross-country skiing relay proved to be most popular, attracting an average audience of 1.6 million viewers, which equates to a third of the Norwegian population and makes it the most-watched sports broadcast in Norway since 2011. Norway's TV2 also recorded a total of 90 million page views across its digital offering, an increase from the 21 million achieved by NRK during Vancouver 2010. Video viewing also increased, with Sochi clips watched a total of 41 million times, compared with 4.9 million in 2010.

In Austria, Sochi 2014 generated over 400 hours of dedicated programming – double the amount of TV output of Vancouver 2010. Across the duration of the Games, over 6.6 million people tuned into at least one minute of coverage (up 11% on Vancouver 2010). Coverage of the men's individual normal hill ski jumping event was the most-watched broadcast of the Games, with Austrian three-time Winter Olympic champion Thomas Morgenstern helping to attract 1.5 million viewers (nearly a fifth of the TV population). This was higher than the top ski jumping audience from Turin in 2006 and higher than any audience from Vancouver in 2010. The men's individual large hill event also drew in 1.2 million visitors, attracting almost half of all people watching TV in Austria during early primetime.

**“TRULY, WITH OVER 200 COUNTRIES REACHED, THESE ARE THE FIRST UNIVERSAL WINTER GAMES.”**

**YIANNIS EXARCHOS, CEO, OLYMPIC BROADCASTING SERVICES**

A total of 350 hours of dedicated Sochi 2014 programming aired in Finland; an increase from the previous Winter Games in Vancouver of 13%. The rise in coverage helped attract an increased audience across the duration of the Games; 4.9 million people tuned in for at least one minute of coverage, up 12% on Vancouver. Coverage of the men's ice hockey bronze medal match between Finland and the USA attracted 1.8 million viewers (over a third of the TV population) and proved to be the most popular broadcast of the Games. Broadcaster YLE utilised OBS's OVP app for digital coverage and recorded massive digital consumption with over 37.5 million video views, (including 30.8 million for live coverage) compared to 1.9 million video views during Vancouver 2010.



In Poland, over 30 million people (86% of the TV population) watched at least one minute of Sochi 2014 programming. Coverage hours of Sochi 2014 increased from the previous Winter Games, up 32% from 412 hours in 2010 to 542 hours. The audience of 10.4 million viewers (over a quarter of the TV population) who saw ski jumper Kamil Stoch win his second gold medal of the Games proved to be the highest Polish TV audience of Sochi 2014. This outperformed any coverage on Polish television from Turin 2006, Vancouver 2010 or London 2012 and was the highest audience on Polish television for any sports broadcast in the past six months.

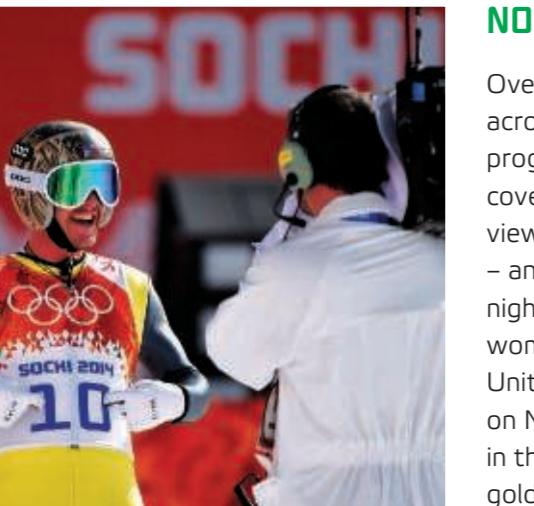
In Sweden, the combination of TV3 and Viasat Sport channels ensured a Winter Games output increase from 626 hours in 2010 to over 2,000 in 2014. Over the course of the 2014 Winter Games, a total audience of 7.1 million people (76% of the TV population) watched at least one minute of coverage. Sochi 2014 programming also delivered TV3's highest TV audience of all time when an average audience of 2.4 million viewers watched two hours of coverage of the men's cross-country skiing relay, with an average TV audience share of 81% for this broadcast. The previous record had stood since 2003, when Sweden faced Canada in the Ice Hockey World Championship Final.

In Sweden, Viasat offered digital coverage online and on mobile devices and accumulated a total of 112 million page views with over 17 million video views (an increase on Vancouver 2010, when SVT registered 14.8 million video views).

In the UK, over 44 million people (76% of the TV population) watched at least one minute of programming during Sochi 2014, a rise of 10% compared to Vancouver 2010. Coverage of Lizzy Yarnold's skeleton gold medal attracted 4.7 million viewers, which was 42% higher than any other UK channel at the time and was also the highest audience for any Winter Games programming in the UK since 2002, when the Great Britain women's team won gold in curling.

Online and mobile coverage in the UK also increased in popularity from the previous Winter Games; the BBC generated over 170 million page views and 20 million video views, up from 62 million and 11 million respectively in 2010.





## NORTH AMERICA

Over 199 million people (68% of the TV population) across the USA watched at least one minute of programming during Sochi 2014, with NBC's primetime coverage attracting an average audience of 21.4 million viewers – up 6% from the last Winter Games in Europe – and ranking as the No.1 show for 18 consecutive nights based on household ratings. The thrilling women's gold medal ice hockey game between the United States and Canada averaged 4.9 million viewers on NBC to rank as the most-watched ice hockey game in the US, excluding Stanley Cup Finals, since the men's gold medal game from Vancouver 2010.

NBC Sports Group's digital platforms amassed nearly 62 million unique users (61.8 million) – a record for a Winter Games, topping the Vancouver 2010 Winter Games by 29%. A Winter Games-record 10.8 million hours of video were consumed on NBC Olympics' digital platforms, more than triple the hours of video streamed for Vancouver 2010. Approximately 80% of the video was viewed via "TV Everywhere" authenticated live streams on NBCOlympics.com and the NBC Sports Live Extra app. NBC Olympics' exclusive highlights comprised the remaining video viewed.

**"THE OLYMPICS CONTINUE TO BE A MUST-SEE PROPERTY ON TELEVISION."**

**MARK LAZARUS, NBC SPORTS GROUP CHAIRMAN**

"TV Everywhere" played an important role during the Sochi 2014 Olympic Winter Games, with verification rates being significantly higher than the London 2012 Olympic Games. The 21 February verified live stream of the Olympic men's ice hockey semi-final between the United States and Canada, which Team Canada won 1-0, generated more than 2.1 million unique users – believed to be the largest "TV Everywhere" verified streaming audience in US history and ranking number one in unique users for any NBC Sports Digital stream, topping NBC's non-authenticated Super Bowl XLVI in February 2012.



In Canada, over 33.4 million people (96% of the TV population) watched at least one minute of Sochi 2014 programming, with the men's ice hockey final between Canada and Sweden attracting an average of 8.5 million viewers. This was the highest performing broadcast from Sochi and higher than any coverage of the 2013 Men's Ice Hockey World Championships.

More Canadians viewed digital Sochi 2014 content via their desktops alone than all of the Olympic content consumed across all digital platforms during Vancouver 2010. Over the course of Sochi 2014, cbc.ca/olympics and olympiques.radio-canada.ca together received more than 256 million page views, while the app garnered more than 380 million views for a combined total of more than 636 million views from 6-23 February.

An unprecedented 10.7 million Canadians also watched Olympic content via online streams on the CBC and/or SRC sites during Sochi 2014, consuming approximately 14 million hours of online video content. This is almost twice as much as was consumed during Vancouver 2010.

## ASIA AND OCEANIA

In China, over 655 million people (51% of the TV population) watched at least one minute of programming from Sochi. Short-track speed skating delivered the top three ratings of the Games, with the highest audience of 21 million people watching the men's 1,000m as China's Dajing Wu narrowly missed out on a medal. For context, only one sports broadcast across the whole of 2013 achieved a higher audience figure in China (23 million for the Asian Champions League Final).

Digital coverage in China, made available by CNTV, generated a total of 800 million page views. Sochi 2014 video content was watched 610 million times during the Games period (up from 45 million in 2010) and 42 million hours of content was consumed (up from 12 million in 2010).

In Japan, the highest performing broadcast was coverage of the men's figure skating short programme, which generated an audience of 8.8 million viewers across the country, despite being shown at midnight.

Coverage on digital platforms was also made available by the Japanese Consortium (JC). Total page views across all outlets were over 70 million, with more than 15 million video views.



In the Republic of Korea, over 38 million people (82% of the TV population) watched at least one minute of Sochi 2014 programming, with live coverage of the women's 500-metre speed skating final attracting an audience of 10.9 million viewers as Sang Hwa Lee won gold. This was a higher audience than any achieved during Vancouver 2010, Turin 2006 or Salt Lake City 2002.

In Australia, TEN's live coverage of the women's slopestyle final, featuring Torah Bright, produced the highest audience of the Games with 1.2 million viewers (over 5% of the TV population). This audience is on a par with the top performing sports broadcast by TEN across all of 2013 – the Formula One Australian GP (1.2 million viewers). TEN's evening time audience across the whole of Sochi 2014 was also up 11% compared to the same period in 2013. Across Australia, TEN also offered Sochi 2014 coverage via digital platforms (online and via an app). Sochi-related pages were accessed 6.6 million times across the period of the Games, with over 330,000 hours of video watched (more than twice the figure achieved for Vancouver 2010).

## CENTRAL AND SOUTH AMERICA

Across the region, total free-to-air coverage of the Winter Games increased from 232 hours for Vancouver 2010 to 1,200 hours for Sochi (excluding Mexico). This significant increase in Winter Games coverage contributed to an audience reach gain across the Americas (including North, Central and South America) from 350 million people for Vancouver 2010 to over 400 million people for Sochi 2014.

In Brazil, TV coverage significantly increased since Vancouver 2010; a total of over 500 hours were aired across all platforms, up 91% from the 263 hours that were shown four years ago. This increase, coupled with free to air coverage on TV Globo, led to an audience increase, with nearly 80 million people tuning in for at least one minute of Sochi 2014 coverage – up over 100% on Vancouver 2010.



### DID YOU KNOW

The OVP enjoyed particular success in Finland, with 8% of the 5.4m population downloading the app from broadcaster YLE and around 15% of the population accessing the web player.



In Mexico, more than 20 regional broadcasters carried an accumulated 3,800 hours of coverage, compared with the 44 national hours that were broadcast in 2010.

Over 10 million page views were also recorded across Latin America on the digital platforms – including websites and apps – offered by Claro Sports, ESPN and Fox Sports. In addition there were 2.6 million video views of Sochi 2014 across the region.

In the Caribbean, SportsMax offered unprecedented coverage with over 316 hours broadcast, complemented by over 700 hours of digital coverage via the OVP app.

**“THE NUMBER OF PEOPLE WHO WATCH SOME COVERAGE CONTINUES TO INCREASE AND WE ARE GETTING INTO MORE AND MORE NON-TRADITIONAL WINTER MARKETS, SO THE DEMAND FOR THE OLYMPIC WINTER GAMES CONTINUES TO GROW.”**

**TIMO LUMME, MANAGING DIRECTOR, IOC TELEVISION AND MARKETING SERVICES**

## MIDDLE EAST AND AFRICA

Across the Middle East and North Africa, the Arab States Broadcasting Union (ASBU) offered a total of 2,373 hours free-to-air Sochi 2014 coverage in 18 markets. Through the OVP app, 700 hours were also made available on both online and mobile platforms in 17 markets.

Sports fans across the entire Sub-Saharan Africa region were also able to follow the story of the Sochi 2014 Olympic Winter Games in unprecedented scale and depth, with 405 hours of free-to-air coverage across 30 countries. There was no free to air coverage in the region for Vancouver 2010.

SuperSport also carried 111 hours of coverage across 43 African countries – an increase of 30% on Vancouver 2010 – while pan-regional network TV5 Monde Africa broadcast 70 hours from Sochi, compared with just 13 hours from Vancouver.



# CHAPTER FOUR SPONSORSHIP



**"OUR WORLDWIDE OLYMPIC PARTNERS NOT ONLY PROVIDE ESSENTIAL CONTRIBUTIONS FOR THE STAGING OF THE OLYMPIC GAMES, THEIR FINANCIAL SUPPORT ALSO ENSURES THAT ALL NATIONS AND THEIR ATHLETES ARE ABLE TO TRAIN FOR, TRAVEL TO, AND COMPETE IN, THE WORLD'S GREATEST SPORTING EVENT."**

**THOMAS BACH, IOC PRESIDENT**

Commercial partnerships have played a crucial role in the staging of the Olympic Games ever since the first modern edition was held in Athens in 1896.

Over the last 30 years, sponsorship agreements have provided an increasing proportion of funding for the Olympic Movement, with official partners providing products, technology and expertise to the IOC, Organising Committees of the Olympic Games (OCOGs) and the National Olympic Committees (NOCs), while also helping to promote the Games around the world through their marketing campaigns and sponsorship activations, helping the Olympic Movement reach the widest global audience possible.

Through their support, Olympic partners provide the foundation for the staging of the Games and help more athletes from more countries participate on the world's biggest sporting stage, while also enjoying the unparalleled marketing platform presented by a relationship with the Olympic Games.

As the world's biggest sporting event, the Games allow partners to showcase their brand to billions of people around the world in a relevant and dynamic way, providing a unique chance to highlight their products, services and corporate initiatives.

Olympic partners are also able to align their brands with the Olympic rings – one of the most widely recognised symbols in the world, which is associated with a set of ideals and values that resonate strongly across the globe.

Through marketing programmes, showcasing, internal reward schemes and community outreach initiatives, the Olympic Games also offer partners an unparalleled opportunity to develop innovative ways to build their brands, increase sales, connect with the public, build customer relationships, motivate their employees, enhance their corporate reputation and leave a lasting company legacy in the communities where they do business.





**"THE TOP PARTNERS ARE BY OUR SIDE ALL YEAR ROUND AND NOT JUST FOR THE PERIOD OF THE OLYMPIC GAMES. THEY PROVIDE ESSENTIAL RESOURCES FOR THE ENTIRE OLYMPIC MOVEMENT, PROMOTING AND SUPPORTING INITIATIVES THAT BRING THE OLYMPIC VALUES TO LIFE."**

**THOMAS BACH, IOC PRESIDENT**

### **THE OLYMPIC PARTNER (TOP) PROGRAMME**

The Olympic Partner (TOP) Programme is the highest level of Olympic sponsorship, granting exclusive worldwide marketing rights to both the Winter and Summer Games.

Created by the IOC in 1985, the programme attracts some of the best-known multinational companies in the world, which provide the Olympic Movement with financial support and goods and services to help stage the Games successfully.

Operating on a four-year term in line with each Olympic quadrennium, the TOP Programme is now in its seventh generation (TOP VII) and features ten Worldwide Olympic Partners, with each receiving exclusive global marketing rights within a designated product or service category.

### **SOCHI 2014 SPONSORSHIP PROGRAMME**

The successful staging of the Sochi 2014 Olympic Winter Games would not have been possible without the support of the ten Worldwide Olympic Partners, which provided a wide range of products, services, technology and expertise, as well as financial resources.

The following section outlines these essential contributions that the Worldwide Olympic Partners made to the Games, as well as the innovative marketing programmes that they developed to promote their Olympic sponsorship, support the athletes and spread the Olympic values around the world.



## COCA-COLA

**"AS THE LONGEST-STANDING PARTNER OF THE OLYMPIC GAMES, THE COCA-COLA COMPANY TAKES GREAT PRIDE IN, AND DEEPLY VALUES, OUR 86-YEAR PARTNERSHIP WITH THE OLYMPIC MOVEMENT. WE FIRMLY BELIEVE THAT INCREASED PHYSICAL ACTIVITY HELPS PEOPLE LIVE HEALTHIER AND HAPPIER LIVES. THROUGH OUR SPONSORSHIP OF THE OLYMPIC TORCH RELAY AND THE SOCHI 2014 OLYMPIC WINTER GAMES, WE INSPIRED YOUNG RUSSIANS TO BE MORE ACTIVE."**

**THIERRY BORRA, DIRECTOR, OLYMPIC GAMES MANAGEMENT, THE COCA-COLA COMPANY**

Coca-Cola is the longest continuous sponsor of the Olympic Games, an official partner since 1928. For Sochi 2014, Coca-Cola leveraged its Olympic partnership to create a positive change in Russian lives and accelerate business. Among several initiatives, Coca-Cola supported the Olympic Torch Relay and launched an Active Healthy Living Showcase which debuted in the Olympic Park.

### SOCHI 2014 OLYMPIC TORCH RELAY

The flame reached new highs and lows as part of its Sochi expedition, the longest Olympic Torch Relay in Olympic Winter Games history. It travelled to the North Pole aboard a Russian nuclear-powered icebreaker, sunk to the bottom of the world's deepest lake, Lake Baikal, and climbed Mount Elbrus, the highest mountain in Russia.

More than 2,000 of the 14,000 Torchbearers who carried the flame across Russia were selected through a national campaign organised by Coca-Cola – which received more than 65,000 applications and 14 million votes. An independent jury of renowned Russian athletes, actors and musicians helped choose the final Torchbearers, including many youth who lead healthy, active lives.

Coca-Cola accompanied the Olympic Flame on all segments of the Sochi 2014 route. Brand ambassadors greeted spectators from a Coca-Cola "Vlivaisya" truck and handed out limited-edition Coca-Cola cans, bringing happiness and sharing excitement across the whole country.





## ACTIVE HEALTHY LIVING SHOWCASE

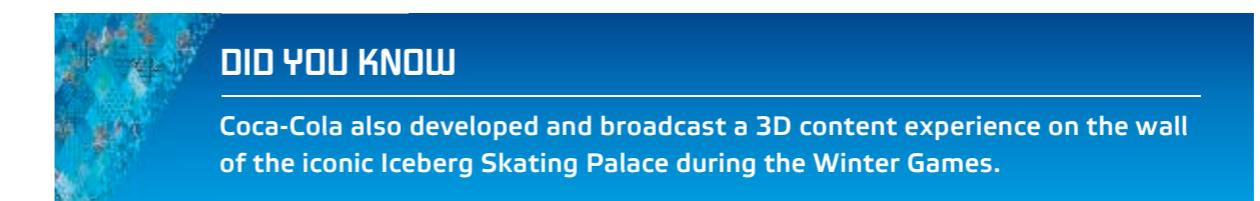
Coca-Cola leveraged the Sochi 2014 Olympic Winter Games to launch its Active Healthy Living platform in Russia. The programme is designed to promote healthy active lifestyles and reinforce Coca-Cola's commitment to health and wellbeing by using key sporting events, digital technologies and real world experiences, as well as relationships with public health, science and sport authorities, to implement a long-term approach for advocating wellness behaviours.

During the Winter Games, the Coca-Cola Active Healthy Living Showcase – a branded, mobile display that actively and positively promotes active healthy living while also engaging consumers with the Coca-Cola brand – was installed in the Olympic Park. The Showcase consisted of two specially designed domes. The first one was designed to educate visitors about the Coca-Cola history, in Russia, the product, and the reason why sport has been so critical to the development of the brand and company. The second was an interactive exhibit encouraging visitors to become active at home, in the street, and at fitness facilities, through some fun exercises. Coca-Cola welcomed approximately 80,000 visitors to its showcase during Sochi 2014. Coca-Cola Russia also launched a website to support the showcase ([www.v-dvizhenii.com](http://www.v-dvizhenii.com)) where visitors could learn about various physical activities through educational video lessons featuring Olympic champions, prominent athletes and youth community leaders.

After the Winter Games in Sochi, the Showcase will visit communities around Russia until 2018, when the country will host the FIFA World Cup™.

## WELCOME SAMPLING

Spreading a message of happiness through the city of Sochi, Coca-Cola brand ambassadors were present to welcome spectators to Russia and surprise them with an ice-cold Coca-Cola to kick-off their experience.



**Coca-Cola**

## ATOS

**"AFTER 22 YEARS OF COLLABORATION WITH THE IOC, ATOS AND OUR TEAM OF BUSINESS TECHNOLOGISTS HAVE ONCE AGAIN WORKED TIRELESSLY OVER THE LAST FOUR YEARS TO SUCCESSFULLY DELIVER THE KEY IT SYSTEM REQUIRED AND ENSURED THE SMOOTH RUNNING OF THE GAMES. OUR CHALLENGE AT EACH GAMES IS TO CREATE AN IT SOLUTION THAT SUPPORTS EVERY MOMENT OF THE ACTION TO BE BROUGHT TO EVERYONE WORLDWIDE."**

**PATRICK ADIBA, EXECUTIVE VICE PRESIDENT, HUMAN RESOURCES, OLYMPICS AND MAJOR EVENTS AT ATOS**

Sochi 2014 represented Atos's seventh Games as the Worldwide IT Partner of the International Olympic Committee, having first joined the TOP Programme for the Salt Lake City 2002 Winter Games.

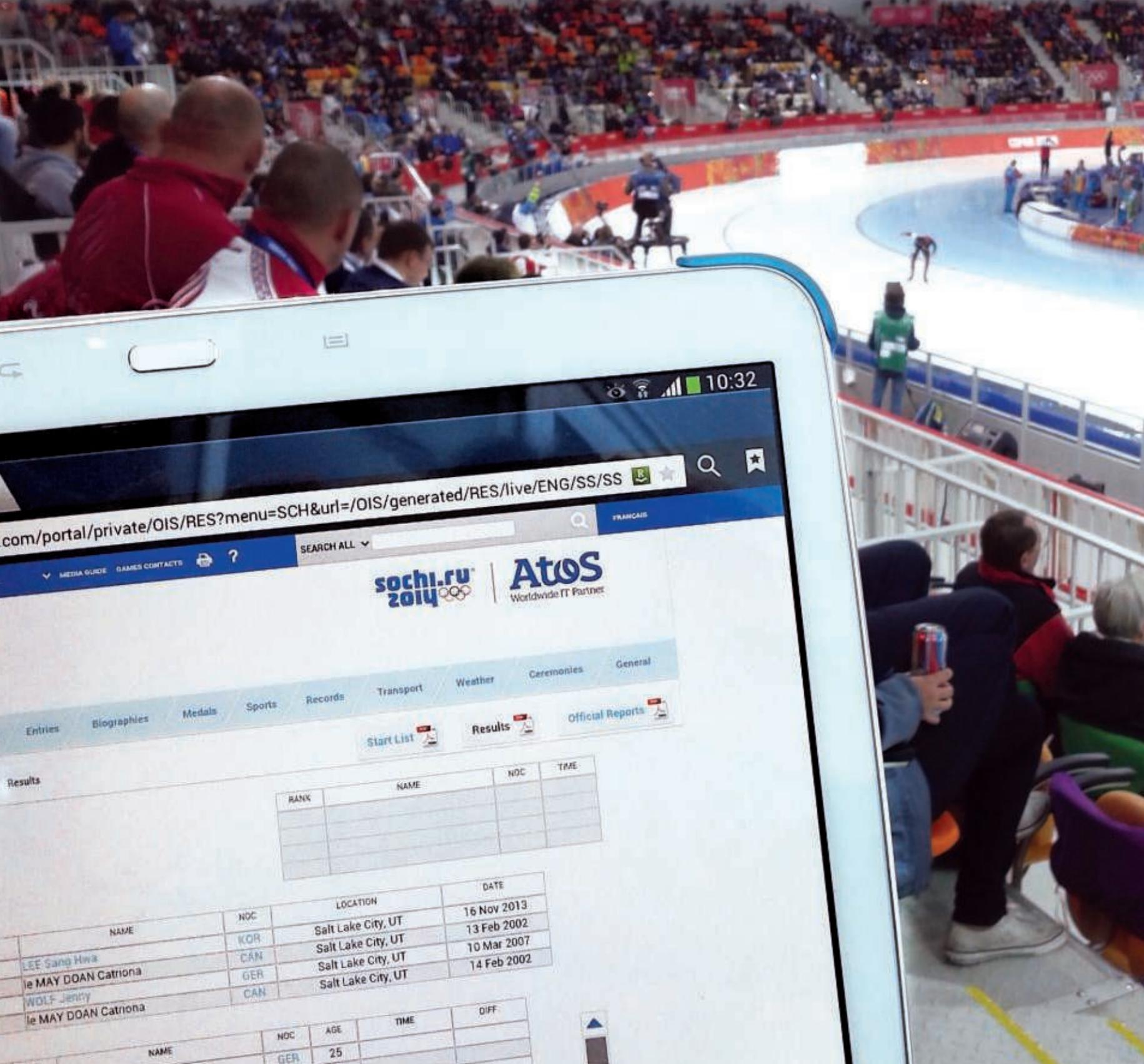
Over the last 10 years, Atos has played an integral role at every Winter and Summer Olympic Games by integrating, managing and securing the vast Olympic IT systems that are crucial to the Games, contributing significantly to the development, management, and distribution of the information that is critical to the overall success of the Games.

### WHAT ATOS DELIVERS

The Olympic Games IT project is not only massive, incredibly complex and vital to the success of the Games; it also has a fixed deadline and the event must be beamed to the world within half a second.

The Atos Business Technologists are responsible for delivering key information – including results – to the wider world. Atos is also responsible for developing applications, such as the accreditation system and the volunteer portal, as well as integrating teams from different technology partners, the Organising Committee and the IOC into one flawless IT ecosystem.





## THINKING ONE STEP AHEAD

During Sochi 2014, Atos unveiled a number of technology firsts. It worked on the Olympic Video Player (OVP) for Olympic Broadcasting Services (OBS), which allowed users to view live streaming of all events. Over the two weeks of the Games, a total of 95 countries were covered by the OVP, users consumed over 3.6 million hours of video and audio and all 472 events were available as Video-on-Demand with statistics. It also delivered the results to the Games website over the Cloud.

## TODAY FOR THE GAMES, TOMORROW FOR YOU

Atos also executed its new digital marketing campaign, "Today for the Games, Tomorrow for You", which highlighted five core business technology solutions that are integral to the Games: security, big data, cloud, social collaboration and mobility.

This campaign consisted of 'Figures of the Day', which were related to Atos's delivery of the IT infrastructure, as well as more in-depth pieces of content and thought-leadership blogs from the Atos Scientific Community. The content was available on Atos.net and on social media platforms, including LinkedIn.

The campaign strapline – "Today for the Games, Tomorrow for You" – demonstrated what Atos can deliver to both existing and potential customers, in the context of what it already provides for the world's biggest sporting event.

**DID YOU KNOW**

Every day during Sochi 2014, Games results systems generated more than 15 terabytes of data – the equivalent of every spectator at the Adler Arena tweeting once a minute for 27 years.

DOW

**"SOCHI 2014 WAS SPECIAL FOR DOW FOR MANY REASONS. WE CELEBRATED 40 YEARS IN RUSSIA, HELPING TO ENABLE THE FIRST OLYMPIC WINTER GAMES IN THE COUNTRY'S HISTORY, AND WE DID IT BY DELIVERING INNOVATIONS AND EXPERTISE THAT TRULY ADVANCED THE GAMES' SUSTAINABILITY AND PERFORMANCE LEGACY - IN RUSSIA AND BEYOND."**

**GEORGE HAMILTON, VICE PRESIDENT, DOW OLYMPIC OPERATIONS**

Dow, the Official Chemistry Company of the Olympic Games, celebrated its 40th anniversary in Russia at Sochi 2014 by innovating with local customers and other key stakeholders to help deliver more sustainable and higher-performing Games.

Solutions from Dow were used from competition venues to city infrastructure, from re-engineered team equipment to technologies that mitigated the carbon footprint of the Organising Committee in record-breaking time.

### **A GAMES OF FIRSTS**

The first Olympic Winter Games in Russia also marked the first Olympic Games in history to have the carbon footprint of its Organising Committee and the carbon footprint from the travel of media and spectators entirely mitigated. This unique milestone was achieved before the Opening Ceremony, thanks to Dow's leadership and commitment.

Selected by Sochi 2014 and the IOC as the 'Official Carbon Partner', Dow engaged international experts and local companies to deliver energy efficient and low carbon technologies in Russia that mitigated over 520,000 tons of CO<sub>2</sub> equivalents in less than one year – far exceeding the Organising Committee's estimated carbon footprint (360,000 tons).

In addition, Dow also secured the offset of 160,000 tons of CO<sub>2</sub> equivalents – the Games' estimated travel footprint – by retiring carbon credits from a portfolio of projects developed to international standards.





The successful 'Sustainable Future' programme will also leave a legacy by advancing the Olympic Movement's standards in carbon footprint mitigation. This achievement involved the dissemination of economically viable and more sustainable technologies in key areas of the Russian economy, and the direct engagement of over 25,000 volunteers, 300 university students, and thousands of local homeowners and retailers with information about sustainability and energy efficiency. Additionally, the introduction of the Climate Solutions Framework implemented by Dow in Russia has been promoted by the United Nation's Global Compact as a reference for the organisation of events with reduced impact on climate.

## INNOVATIONS FOR THE WORLD'S GREATEST STAGE

Solutions from Dow were present in all competition venues of the Olympic Park, as well as two of the five competition venues in the Mountain Cluster. From city hotels to power plants, Dow chemistry also enabled the impressive infrastructure improvements that took shape in Sochi and around the region, with products ranging from wire and cable to coatings and plastics.

## FROM THE LABORATORY TO THE OLYMPIC PODIUM

Delivering on the mission to provide technologies that improve the Olympic experience for host territories, athletes and fans everywhere, Dow applied its world-class engineering and industry-leading Materials Science expertise to help the USA luge team compete in Sochi with new, higher-performing sleds.

Team USA member Erin Hamlin went on to finish the women's competition in a remarkable third-place – becoming the first individual Olympic luge medallist for the USA and the first non-European woman to climb onto the podium in Olympic luge history.

### DID YOU KNOW

Dow solutions were present in every competition venue within the Olympic Park, as well as two of the five competition venues in the Mountain Cluster.



GE

**"WE ARE COMMITTED TO WORKING WITH THE IOC AND THE LOCAL ORGANISING COMMITTEES TO DELIVER WORLD-CLASS INFRASTRUCTURE SOLUTIONS AND A SUSTAINABLE LEGACY TO FUTURE GENERATIONS."**

**JEFF IMMELT, GE CHAIRMAN & CEO**

GE is the exclusive provider of a wide range of innovative products and services that are integral to staging a successful Olympic Games. GE works closely with host countries, cities and Organising Committees to provide infrastructure solutions for Olympic venues including power, lighting, water treatment and transportation, and supplies local hospitals with diagnostic imaging equipment and healthcare IT solutions. GE's Olympic Games partnership was launched in January 2005 and an extension to the partnership was announced in July 2011 to take it until 2020, including the Rio 2016 Olympic Games, the PyeongChang 2018 Winter Games, and the Tokyo 2020 Olympic Games.

#### **GE AND SOCHI 2014**

GE equipment was at work in all sporting and non-sporting venues at Sochi 2014, including the Olympic Village. Two GE advanced technology aeroderivative gas turbines provided both base load and peak load power for the Olympic Games. More than 1,300 of GE's Uninterruptible Power Supplies were installed across the Olympic venues. The technology provides critical power monitoring and protection.

GE also equipped the Polyclinics with best-in-class imaging technology including magnetic resonance imaging (MRI), Computerised Tomography (CT) scanner, ultrasound, digital X-ray, and monitoring systems which helped aid in earlier diagnosis and treatment of competing Olympic athletes.





## SPORTING LEGACY

GE was the Elite Partner of the Russian snowboarding and ski teams, providing support and expertise for the athletes as they prepared for the Games. In keeping with previous Games, where GE provided state-of-the-art medical imaging equipment for the early diagnosis and treatment of sporting injuries, the partnership used GE's healthcare technology and expertise to help to optimise and improve the performance of the team in the events leading up to and including Sochi 2014.

## OLYMPIC COMMUNITY PROGRAMME

As part of GE's commitment to accelerate cancer detection and diagnosis, GE provided a mobile mammography van for its Olympic Games legacy gift. The GE 'mammovan' will travel to remote areas of the Krasnodar Krai of Russia, where access to breast cancer screening technology is challenging. It will provide access to GE Healthcare's state-of-the-art medical equipment to the local communities for many years to come.

### DID YOU KNOW

GE equipment was used in all sporting and non-sporting venues at the Sochi 2014 Olympic Winter Games.

## McDONALD'S

**"McDONALD'S TAKES TREMENDOUS PRIDE IN OUR 38-YEAR PARTNERSHIP WITH THE GAMES, AND WE SHARE THE IOC'S PASSION FOR BRINGING THE WORLD TOGETHER. OUR OLYMPIC PROGRAMMES HELPED FOSTER THE SPIRIT OF UNITY AND TOGETHERNESS FOR ALL THOSE PARTICIPATING AND CELEBRATING IN THESE WINTER GAMES BY GIVING FANS AND EMPLOYEES THE ABILITY TO MAKE PERSONAL CONNECTIONS WITH ATHLETES IN SOCHI IN A WAY THEY'VE PREVIOUSLY NEVER HAD."**

**STEVE EASTERBROOK, GLOBAL CHIEF BRAND OFFICER, McDONALD'S**

Sochi 2014 marked McDonald's tenth consecutive Games as the Official Restaurant. McDonald's is the world's leading global foodservice retailer and brings the Olympic spirit to life for approximately 70 million customers each day in over 35,000 restaurants in more than 100 countries around the world.

### McDONALD'S QUALITY FOOD

As the Official Restaurant of the Olympic Games, McDonald's built two 24-hour restaurants in the Athletes' Village and Main Media Centre for athletes, officials, coaches and media, which also featured a McCafé menu. In addition, residents and visitors were also able to enjoy the five permanent McDonald's restaurants in Sochi and the surrounding region. McDonald's debuted several menu items in the Olympic-venue restaurants that were new to Russia including grilled chicken, frappes and smoothies. Customers also enjoyed a variety of other well-known menu items.

### CHEERS TO SOCHI

New for Sochi 2014, McDonald's launched a social media campaign to connect fans from around the world with Olympic athletes and celebrate the spirit of the Olympic Games. Supporters sent personalised messages and good luck wishes to their favourite athletes and teams competing in Sochi by using the hashtag #CheersToSochi on Twitter or visiting [www.cheerstosochi.com](http://www.cheerstosochi.com). The cheers were shared at a special display in the Athletes' Village in Sochi, where athletes could view and print these messages onto ribbons to wear around their wrists.





## McDONALD'S CHAMPIONS OF PLAY FOR THE OLYMPIC GAMES

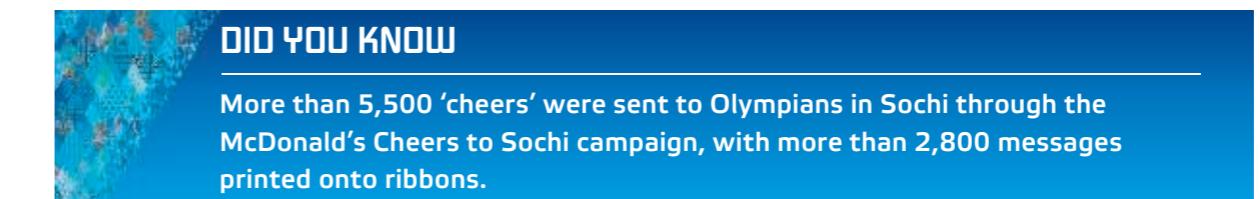
The McDonald's Champions of Play programme is an effort to emphasise the importance of play and being active, and create a unique experience for kids and families everywhere. McDonald's focus on children's well-being includes programmes that address the importance of active play, which aligns with the IOC's and Sochi 2014's commitment to health through sport and mirrors their efforts to build a stronger connection with today's youth worldwide. For Sochi, McDonald's brought together children (aged 7-14) from Russia and other countries around the world for a once-in-a-lifetime opportunity to experience the Games first-hand. These children attended Olympic events, met athletes and learned about global cultures, while sharing the sights and sounds of the Games through their eyes with family, friends and their communities.

## McDONALD'S OLYMPIC CHAMPION CREW

McDonald's Olympic Champion Crew, which has been part of McDonald's sponsorship activity since the 2000 Sydney Olympic Games, were onsite in Sochi to serve spectators, as well as the world's best athletes, coaches, officials and media. McDonald's Olympic-venue restaurants were staffed during the Games by nearly 350 crew members from across Russia. These 'best of the best' restaurant staff were selected based on their status as McDonald's All Stars or Employees of the Month at their hometown restaurants.

## PLAYGROUND DEDICATED TO SOCHI

As part of its legacy to the city of Sochi, McDonald's donated a new children's playground that was designed to meet the needs of children, including those with disabilities, enabling them to play, learn and be active together.



## OMEGA

**"OMEGA WAS PRIVILEGED TO PROVIDE ITS TIMEKEEPING SERVICES TO THE INSPIRING AND TALENTED ATHLETES WHO COMPETED IN SOCHI. THE OLYMPIC GAMES PROVIDE OUR BRAND WITH AN INCREDIBLE PLATFORM TO COMMUNICATE OUR INVOLVEMENT IN THE WORLD OF SPORT AND OUR DEDICATION TO PRECISION AND INNOVATION. WE COMMEND THE IOC AND SOCHI 2014 FOR ORGANISING A FANTASTIC OLYMPIC GAMES THAT IS SURE TO BE REMEMBERED FOR YEARS TO COME."**

**STEPHEN URQUHART, PRESIDENT OF OMEGA**

Omega first served as Olympic Games Official Timekeeper in Los Angeles in 1932. Since then, the IOC and Omega have cultivated a long, rewarding relationship that has lasted more than 80 years. The Sochi 2014 Olympic Winter Games marked Omega's 26th time assuming the timekeeping and data-handling responsibilities of Official Timekeeper.

### SOCHI 2014 TIMEKEEPING TECHNOLOGY

In Sochi, Omega used 230 tonnes of timekeeping, scoring and data-handling equipment, more than 70 kilometres of copper and fibre-optic cables and brought a 260-person timekeeping team made up of 15 nationalities and supported by 215 volunteers.

During Sochi 2014, Omega introduced the Omega Measurement Unit on the bobsleigh forerunners – the sleighs that speed down the run to inspect the track before competition begins. This advanced equipment made important in-run data available instantly to commentators and TV viewers around the world.

Omega also introduced the Whistle Detection System at the ice hockey games. This system, which the company developed together with the International Ice Hockey Federation, monitored the audio signal throughout the game and stopped the clock as soon as it detected the sound of a referee's whistle, resulting in additional playing time.





## THE OMEGA PAVILION

The Omega Pavilion showcased Omega's involvement in the world of watchmaking as well as its role as Official Timekeeper. The first floor of the Pavilion was open to the public and visitors were able to take a ride in the popular bobsleigh simulator, see demonstrations at the watchmaker's table and view a 3D speed skating video. A stationary bobsleigh outside the building also provided a perfect photo opportunity for sports fans and spectators.

During the Games, musician and Olympic skier Vanessa-Mae, astronaut Thomas Stafford and cosmonaut Alexey Leonov, Olympic swimmers Chad le Clos and Alexander Popov, figure skating gold medallist Adelina Sotnikova and a number of Russian hockey legends visited the Pavilion for special question-and-answer sessions with international media.

## THE COUNTDOWN CLOCKS

Omega erected the first of its distinctive Sochi 2014 Olympic Winter Games Countdown Clocks in the host city on 14 May 2011, and in February 2013 an additional eight clocks were unveiled in major cities across the country to mark the one-year countdown to the Opening Ceremony. The Russian cities home to a Countdown Clock were Sochi, Moscow, Saint-Petersburg, Ekaterinburg, Nizhny Novgorod, Rostov-on-Don, Pyatigorsk, Novosibirsk and Khabarovsk.

## SOCHI 2014 LIMITED EDITION TIMEPIECES

To commemorate the 2014 edition of the Olympic Winter Games, Omega launched three special limited edition wristwatches inspired by the Olympic spirit and the colours of the flag of the host country: the Seamaster Planet Ocean "Sochi 2014" Limited Edition in 45.5 mm and 37.5 mm and the unique Sochi Petrograd in 18K yellow gold.



## PANASONIC

**"THROUGH OUR CUTTING-EDGE TECHNOLOGIES AND PRODUCTS, OUR STAFF AND OPERATIONS SERVICES, WE WILL CONTINUE TO SUPPORT THE OLYMPIC GAMES, THE GREATEST SPORTING EVENT IN THE WORLD."**

**KAZUHIRO TSUGA, PRESIDENT OF PANASONIC**

Panasonic has been an Official Worldwide Olympic Partner in the Audio and Visual Equipment Category for more than 25 years, providing the Olympic Games with state-of-the-art digital audio/video equipment, such as LED Large Screen Display Systems, Projectors, Security Cameras, HD Visual Communication Units, professional sound equipment and broadcast products.

Panasonic strives to ensure that Olympic Games are always at the forefront of AV technology, and Sochi 2014 was no exception.

Panasonic's supply of security cameras to the Sochi Olympic Winter Games was the largest in the history of the Olympic Games, while its supply of LED large screen displays was also the largest ever by area for an Olympic Winter Games.

### SHARING THE PASSION

Under the slogan 'Sharing the Passion', Panasonic contributed to the success of the Olympic Winter Games with its technology and video expertise, from large screen displays and audio and broadcast equipment at the event venues, to supplying top-of-the-range cameras, recorders and monitors to support the training programmes of athletes such as the Russian men's ice hockey "Team LOKOMOTIVE".

With its audio visual equipment, Panasonic aimed to deliver the thrills of the Olympic Winter Games in Full HD and "Share the Passion" of Sochi 2014 with people all over the world.





## SHOOTING IN 4K FORMAT AT THE OPENING CEREMONY

Thanks to the support of the IOC and Olympic Broadcasting Services (OBS), Panasonic was able to record the Sochi 2014 Opening Ceremony in 4K quality. During the Games, the memorable and passionate scenes from the Opening Ceremony were then shared with visitors to the Panasonic 4KTV display in the Olympic Park.

## SUPPORTING THE GAMES WITH PANASONIC HOME APPLIANCES

Panasonic Corporation also supported the Sochi 2014 Olympic Winter Games in the Household Appliances category, giving the company "double" partnership status: Official Supplier of the Olympic Winter Games in Sochi in the category of "Home Appliances" and the Official Worldwide Olympic Partner in the "Audio Visual equipment" category.

## PANASONIC/WORLDWIDE OLYMPIC PARTNER FACEBOOK PAGE

The "Panasonic/Worldwide Olympic Partner" page on Facebook introduced the company's wide variety of activities as a TOP Partner. In addition, Panasonic communicated with users through the site, sharing the passion with fans around the world who love the Olympic Winter Games.

During the Winter Games, Panasonic increased its updates on Facebook and had gathered close to 160,000 fans by the Closing Ceremony. The company plans to keep posting its activities to the site in the build-up to the Rio 2016 Olympic Games and the PyeongChang 2018 Olympic Winter Games.

### DID YOU KNOW

Panasonic's supply of LED large screen displays for Sochi 2014 was the largest ever by area in Olympic Winter Games history.

## P&G

**"P&G BRANDS WERE PROUD TO PROVIDE MOMS OF OLYMPIANS IN SOCHI WITH GREAT EXPERIENCES EVERY DAY OF THE GAMES. IT'S WHAT OUR BRANDS DO EACH AND EVERY DAY FOR MOMS AROUND THE WORLD, SO IT MADE SENSE FOR US TO DO THIS IN SOCHI AS WELL. AS THE GAMES COME TO AN END, WE WANT TO THANK MOMS FOR LETTING US SHARE IN THIS INCREDIBLE EXPERIENCE WITH THEM WHILE WE APPLAUD THE ACHIEVEMENTS OF THEIR CHILDREN."**

**PHIL DUNCAN, P&G GLOBAL DESIGN OFFICER**

As the Worldwide Olympic Partner in the personal care and household products category, P&G and its brands help take care of many of the everyday needs of athletes during the Games. In the build-up to Sochi 2014, P&G and its brands also supported athletes from more than 20 countries and during the Games the company's "Thank You, Mom" programme brought 35 mothers of Olympians from 22 countries to the Olympic Winter Games so they could watch their child compete on the world's stage.

### P&G FAMILY HOME

At the Games, P&G also hosted athletes and their families in the P&G Family Home, with P&G brands including Pampers®, Head&Shoulders® and Pantene® coming together to provide a "home away from home" where mothers and families spent time in a relaxed, friendly environment. P&G brands served athletes and mothers in the Family Home by:

- Welcoming 332 mothers and 366 athletes over the course of the Games and 11,500 total guests
- Providing athletes, mothers, fathers and family members with over 1,600 beauty and grooming services in the P&G Salon by brands such as COVERGIRL®, Wella®, Olay®, Pantene, Gillette® and Braun®
- Hosting 54 events celebrating countries, local cultures, and the relationship between an Olympic athlete and their mother
- Serving over 4,562 lunches and 8,684 dinners to guests of the Family Home
- Washing more than 510,000 linens over the course of the Games with Ariel.





A variety of activities took place in the P&G Family Home featuring appearances by P&G's family of athletes including American slopestyle skier Nick Goepper (Tide®), Dutch speed skater Sven Kramer (Gillette), American skeleton athlete Noelle Pikus-Pace (Pampers), Russian ice dancer Elena Ilinykh (Pantene), American snowboarder Jamie Anderson (Olay), American ice hockey player Julie Chu (Bounty®), Czech speed skater Martina Sablikova and Austrian ski jumper Gregor Schlierenzauer.

Events included COVERGIRL patriotic nail sessions, Olay Fresh Effects facial makeup tutorials, biathlon braids courtesy of Pantene, tips on how to take photos to show off a winning smile with Blend-a-Med® and a Gillette celebration during a viewing party of the men's ice hockey finals.

Additionally, athletes including Swedish cross-country skier Charlotte Kalla, Russian ice dancer Ekaterina Bobrova (Venus®) and French Nordic combined athlete Jason Lamy-Chappuis spent time at the Family Home and honoured their mothers with touching "Thank You, Mom" moments.

The family of P&G athletes, who are supported by more than fifteen brands around the globe, earned a total of 33 Olympic medals including 16 gold medals, 11 silver medals and 6 bronze medals.

## THANK YOU, MOM

P&G's 'Thank You, Mom' campaign kicked off in October with the release of the 'Raising an Olympian' film series, which garnered a total of over 33 million views since the launch. The film series showcased the journey of 28 world-class athletes, as seen through the eyes of their mothers.

P&G also debuted its online film and commercial advertisement, 'Pick Them Back Up'. A sequel to London 2012's 'Best Job', 'Pick Them Back Up' celebrated how mothers everywhere are there to pick their kids back up and has generated more than 57 million views.

### DID YOU KNOW

P&G's 'Raising an Olympian' film series received over 33 million views, while its 'Pick Them Back Up' commercial generated more than 57 million views.

# SAMSUNG

"THE 'SAMSUNG SMART OLYMPIC GAMES INITIATIVE' HAS ENABLED ATHLETES, FANS, AND THE OLYMPIC FAMILY TO CHANGE THE WAY THEY INTERACT WITH AND EXPERIENCE THE OLYMPIC GAMES, USING MOBILE DEVICES AND WIRELESS TECHNOLOGIES. WE ARE DELIGHTED TO HAVE WITNESSED THAT OUR INITIATIVE HAS GIVEN SO MANY WAYS TO CREATE, SHARE AND EXPERIENCE THE EXCITEMENT OF THE SOCHI 2014 OLYMPIC WINTER GAMES."

YOUNGHEE LEE, EXECUTIVE VICE PRESIDENT OF MOBILE MARKETING, IT & MOBILE DIVISION, SAMSUNG ELECTRONICS

Samsung began its 26-year relationship with the Olympic Games as a local sponsor of the Seoul 1988 Olympic Games. Since the Nagano 1998 Olympic Winter Games, the company has been the Worldwide Olympic Partner in the Wireless Communication Equipment category, providing its proprietary wireless communications platform, called Wireless Olympic Works (WOW), and mobile phones.

## SAMSUNG GALAXY NOTE 3 – THE OFFICIAL OLYMPIC WINTER GAMES PHONE

As the official phone for Sochi 2014, the Samsung GALAXY Note 3 was provided to all Sochi 2014 athletes for the first time in Olympic Winter Games history, enabling them to enjoy, capture, and share their Winter Games experience. More than 3,000 athletes also visited the Galaxy Studio in the Athletes' Village to learn more about the device.

## WIRELESS OLYMPIC WORKS (WOW)

Samsung's Wireless Olympic Works (WOW) ensured every member of the Olympic Family was provided with real-time Games-time information, aiding the smooth operation of the Sochi 2014 Olympic Winter Games.

The Samsung WOW app was also made available to the general public for Sochi 2014, successfully involving more sport fans around the world and resulting in more than 500,000 downloads, 100 million interactions, and 85,000 cheering messages.





## SAMSUNG GALAXY TEAM

Samsung formed its largest ever Galaxy Team of athletes for Sochi 2014, including 85 athletes from 20 countries. The Samsung Galaxy Team helped promote the Olympic Movement and enabled interaction with their supporters around the world, making Sochi 2014 the most accessible Winter Games ever.

During Games-time, visitors at the Galaxy Studio in the Olympic Park sent thousands of cheering messages through the ChatOn app at the Galaxy Team cheering zone. Some Galaxy Team athletes also interacted with fans through the app and visited the Galaxy Studio.

## SAMSUNG GALAXY STUDIO

During the Winter Games, the Galaxy Studio in the Olympic Park enabled around 240,000 fans to interact with Samsung's latest smartphone technology and connect with the Olympic Winter Games through various winter sports themed interactive demos.

Samsung also had three other studios located in the Coastal Village, Mountain Village and Sochi Art Museum Square to expand the Olympic spirit to a wider audience of more than 300,000 visitors throughout the Winter Games. In order to create the excitement of Sochi 2014 prior to the Winter Games, a wide-scale road show, Samsung Galaxy Studio On-the-Go, featured winter sports-themed mobile containers, travelling around 15 major Russian cities.

## SAMSUNG MOBILERS

Continuing on with its legacy global blogger programme, Samsung invited young bloggers to come to Sochi during the Winter Games to share their experience of Sochi 2014. In total, 38 bloggers from 18 different countries joined the Samsung Mobilers to capture their onsite excitement of Sochi 2014 with fans around the world on Samsung communication channels and their own personal social media channels.

### DID YOU KNOW

Approximately 240,000 fans visited Samsung's Galaxy Studio in the Olympic Park during the Games.

# VISA

“THE SOCHI 2014 OLYMPIC WINTER GAMES WAS A UNIQUE PLATFORM FOR VISA TO INTRODUCE AND BRING TO LIFE OUR NEW BRAND POSITIONING, EVERYWHERE YOU WANT TO BE. THROUGH OUR SOCIALLY-LED GLOBAL CAMPAIGN AND ACTIVATION AT THE GAMES, WE SHARED ATHLETES’ STORIES OF HOW THEY ACHIEVE THEIR ‘EVERYWHERE’ TO INSPIRE OTHERS TO IMAGINE AND ACHIEVE THEIR OWN ‘EVERYWHERE’. THE OLYMPIC GAMES PROVIDE EXCEPTIONAL OPPORTUNITIES TO CONNECT OUR MESSAGES WITH CONSUMERS AND DRIVE VALUE FOR OUR CLIENTS AND STAKEHOLDERS.”

KEVIN BURKE, VISA INC. CHIEF MARKETING OFFICER

At the Sochi 2014 Winter Olympic Games, Visa was the exclusive payment services sponsor and the only card accepted at the Games. Sochi 2014 represented Visa’s most social activation since becoming an Olympic Games sponsor more than 27 years ago.

## VISA MARKETING CAMPAIGN

Recognising the global platform that the Olympic Games provide, Visa used the Sochi 2014 Winter Olympic Games as a launch vehicle for ‘Visa. Everywhere you want to be’ the company’s new global brand platform. Visa also introduced a new tagline, Everywhere you want to be, through Olympic-themed creative work featuring several Team Visa athletes.

The “social by design” campaign included a diverse portfolio of content including sharable films, Vines, social posts and environmental branding, and was distributed across a mix of media platforms including broadcast, Facebook, Twitter, TUMBLR, Vkontakte, Weibo and YouTube. Promotions around the world gave the opportunity for fans everywhere to experience the Sochi Olympic Games live. The campaign improved the preference for and usage of Visa products worldwide.





## ON-SITE OPERATIONS

Visa implements and manages the payment system infrastructure and network throughout all Olympic venues at every Games. In Sochi, Visa installed more than 1,600 contactless enabled point-of-sale devices in merchant locations in Olympic Games venues and the surrounding area. Visa also set up 16 ATMs within the Games footprint and seven Visa Customer Service Booths that offered on-site assistance to account holders.

## TEAM VISA SOCHI

For Sochi 2014, Visa supported 37 Olympic and Paralympic athletes from more than nine countries including Belarus, Bosnia-Herzegovina, Canada, Japan, Kazakhstan, Korea, Russia, Ukraine and the United States. Since 1986, Visa has empowered more than 1,000 athletes through its Team Visa program and partnerships with National Olympic Committees and Olympic Teams worldwide. Visa's athlete sponsorships provide valuable marketing exposure and financial support to Olympic and Paralympic hopefuls in pursuit of their Olympic goals.

### DID YOU KNOW

For the Sochi 2014 Olympic Winter Games, Visa installed more than 1,600 contactless enabled point-of-sale devices in merchant locations in Olympic Games venues and the surrounding area.

## THE SOCHI 2014 DOMESTIC SPONSORSHIP PROGRAMME



In addition to the funding and support offered by the Worldwide Olympic Partners, the Sochi 2014 Olympic Games also benefited from a domestic sponsorship programme – managed by the Sochi 2014 Organising Committee – which granted exclusive marketing rights within Russia to further help fund and stage the Games.

It proved to be the most successful domestic sponsorship programme in the history of the Winter Games, raising USD 1.3bn to support the staging of Sochi 2014 while also providing help and expertise for specific operational needs and financial support for Russia's National Olympic Committee and its Olympic team.

The following section outlines the contributions and support that the Sochi 2014 domestic partners offered to help make the Winter Games such a success.

**“SINCE IT WAS LAUNCHED IN 2009, THE SOCHI 2014 MARKETING PROGRAMME HAS ATTRACTED OVER USD 1.3 BILLION IN INVESTMENT – A RECORD FIGURE FOR THE OLYMPIC WINTER GAMES.”**

DMITRY CHERNYSHENKO, SOCHI 2014 PRESIDENT



## AEROFLOT

Aeroflot has been a partner of the Russian Olympic Committee since 1994, flying the Russian Olympic team to the Games in Sydney, Salt Lake City, Athens, Turin, Beijing, Vancouver and London.

The airline became a partner of the Sochi 2014 Olympic Winter Games in January 2010, receiving the exclusive rights to use the official symbols of Sochi 2014 on its aircraft liveries, while also increasing the number of scheduled flights to Sochi (up to 15 daily flights on certain dates) and opening direct flights to Frankfurt, linking Europe with the Olympic host city.

Aeroflot also helped other airlines by implementing a project to ensure regular communication with Sochi and Gelendzhik aerodromes in almost any weather conditions.

In December 2013, Aeroflot also announced a unique promotion aimed at supporting the Olympic Winter Games in Sochi. In order to allow the maximum number of Russian fans to visit the Games, the airline gave its passengers an opportunity to purchase an economy class return ticket from Moscow to Sochi for the period from 5 February to 17 March 2014 for just RUB 5,000 (USD 140), including taxes and fees.



## BOSCO



Lifestyle brand BOSCO was created by Russian design, fashion and retail group BOSCO DI CILIEGI and provides Olympic kits for both athletes and fans. BOSCO has long been an established name in Russia, supporting the Sochi bid from 2005 and becoming a General Partner of the Sochi 2014 Olympic Winter Games in 2009. The brand is defined by three overarching principles: support for the Olympic Movement; national pride; and an open, inclusive attitude to the world.

BOSCO was the exclusive Games outfitter – creating 45,000 stylish and comfortable outfits for Sochi 2014 staff and volunteers, as well as 21,000 outfits for

the Olympic and Paralympic torchbearers, producing well over one million items of clothing, shoes and accessories.

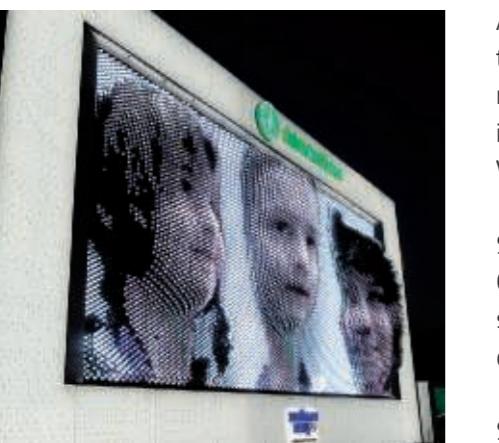
BOSCO was also the exclusive partner of the Russian Olympic and Paralympic teams, dressing athletes and fans for the first Winter Games ever held in Russia.

**“ONLY THE JOINT EFFORTS OF THE SOCHI 2014 ORGANISING COMMITTEE, AND THE COMPANIES SERVING AS ITS MARKETING PARTNERS AND SUPPLIERS, COULD MAKE THE 2014 WINTER GAMES TRULY SUCCESSFUL.”**

DMITRY MANEVICH, DIRECTOR, SOCHI 2014 MARKETING DEPARTMENT



## MEGAFON



As the mobile partner of Sochi 2014 in the telecommunications category, MegaFon was responsible for securing the mobile services, mobile internet and additional services for the guests of the Winter Games.

Sochi 2014 was the first in the history of the Winter Games with a 4G connection available (with download speeds from 10 Mbps), including LTE Advanced (with download speeds from 270 Mbps).

Starting from a base of zero, 685 2G/3G base stations were built especially for the Games throughout

the greater Sochi area, as well as 270 4G towers and 200km of the fibre-optic circuit. Reliable connections were secured for the Coastal and Mountain Clusters, including the indoor coverage at the venues, along the main automotive and railway highways, and at the numerous social venues.

In the Olympic Park, where six stadiums were located within a 2sq km area, the concentration of mobile base towers was the highest in the world.

During the Winter Games, Sochi guests used approximately 500 Tb of internet traffic on the MegaFon network. The total duration of mobile calls exceeded 340 million minutes, and the quantity of messages sent reached 90 million. The average speed of the mobile internet in the 3G networks was 3 Mbps, and in 4G it was 20 Mbps. Moreover, the high quality connectivity at the Olympic clusters was available not only for MegaFon subscribers, but also for the clients of the other providers via internetwork and international roaming services. During the Games period, 300,000 subscribers from more than 70 countries used this opportunity.

Since the conclusion of the Winter Games, the entire infrastructure is continuing to provide an opportunity for high quality connectivity to the people who live in the Sochi region.

MegaFon also developed an application – "Watch +" – especially for Sochi 2014, which enabled users to watch the Winter Games in real time. Uploads using the application exceeded 600,000 and the general traffic of the application reached 700 Tb.



In the Olympic Park, MegaFon also presented the innovative MegaFaces pavilion, created by renowned designer Asif Khan. Eleven thousand telescopic actuators created 3D portraits of more than 100,000 fans from all over the world. The height of the portraits was comparable to a three-storey building.

Before the Games, MegaFon also ran a promotional event – "Become the Face of the Olympics" – in 30 Russian cities so that every fan could get scanned in a special photo booth. A special website was then created that allowed fans to see their faces appear on the façade of the pavilion in the Olympic Park.

## ROSNEFT



Rosneft supplied fuel to the Sochi 2014 Organising Committee, the Russian Olympic Committee and the state corporation Olympstroy. As part of preparation for the Olympic Winter Games in Sochi, the company supplied approximately 23,000 tons of fuel. As part of its Sochi 2014 partnership, Rosneft also built seven modern specialised filling stations in Adler, Hostinsky and the Central districts of Sochi to provide fuel for consumers. These multi-fuel, ecofriendly filling stations were used during Sochi 2014 and have now become a part of the legacy of the Winter Games for the region.

More than 13,000 guests in the Olympic Park also attended the Rosneft Pavilion in just the first two days of the Winter Games, experiencing nine information and gaming zones where they could enjoy everything from watching a movie about the history of Russian Olympic records to skiing in realistic computer simulations.



## ROSTELECOM



Rostelecom was a General Partner of the Sochi 2014 Olympic Winter Games in the telecommunications category. It was widely involved in the construction of the telecommunication infrastructure required for holding the Winter Games and the provision of TV coverage, as well as the provision of the most up-to-date telecommunication services to the organisers, participants and guests of the Winter Games.

The total traffic volume transmitted via the Rostelecom Olympic channels – which spanned over 1,000 km – surpassed 1 petabyte, equivalent to more than 1,000 Tb or one million gigabytes.

Approximately 6,000 service orders from over 200 organisations were handled in the course of the preparation of the Winter Games, including orders from the International Olympic Committee, National Olympic Committees, International Sports Federations, marketing partners, TV and radio broadcasters, and other media.

Rostelecom also provided data transmission channels with the total capacity of 110 Gbps to all Olympic rights-holding broadcasters. Altogether, some 1,112 fibres were provided to these international broadcasters.

Over 20,000 hotel rooms – as well as multi-dwelling units housing temporary personnel, volunteers and security guards – were equipped with broadband internet access at the speed of up to 100 Mbps, with interactive IPTV and fixed-line telephony from Rostelecom.

Rostelecom also arranged Internet cafés with free web access for the media and athletes in all Olympic Villages, the Main Media Centre and the Gorki Media Centre, with the total number of internet sessions on all sites exceeding 10,000.

Rostelecom also provided public broadcasts of Olympic events at the Sochi 2014 Live Sites. Over 900 hours of video content were shown during the Winter Games, with hundreds of thousands of Russian fans attending events at 12 Live Sites in eight Russian cities.



## RUSSIAN RAILWAYS

Russian Railways became a General Partner of Sochi 2014 in February 2010. Within this agreement, the company was heavily involved in the construction of new infrastructure in the Sochi region in the run-up to the Winter Games. Russian Railways developed new roads with a total length of 157km, as well as helping to modernise existing transport infrastructure and construct new stations.

In preparation for the Winter Games, Russian Railways also implemented two important projects – the opening of the regular rail link from Sochi-Adler-Sochi Airport and the connection of the Adler-Alpika Service combined railway and highway's final tunnel – both of which were vital to Sochi's transport infrastructure ahead of the Winter Games.

During the Games, daily commuter trains carried out 413 journeys and transported an average of about 207,000 visitors and participants of the Games, peaking at 311,625 people. The facilities built by Russian Railways have now become a significant part of the legacy of Sochi 2014.



## SBERBANK



Sberbank was the General Partner of the Sochi 2014 Olympic Winter Games in the bank and banking services category. As part of its partnership, Sberbank worked with Worldwide Olympic Partner Visa to develop the banking and payment infrastructure in Sochi, which included optimising its network of offices, increasing the number of self-service machines (including ATMs and POS terminals).

Sberbank also issued special products featuring the Olympic symbols, including a Visa card with an Olympic-themed design.

Together with the Bank of Russia and the Sochi 2014 Organising Committee, Sberbank also implemented the Sochi 2014 Coin Programme, with souvenir coins being sold in the bank's branches.

Within the framework of its Olympic sponsorship, Sberbank also initiated country-wide national campaigns, such as the Green Marathon – promoting sports, a healthy lifestyle and awareness of ecology issues in 42 cities across Russia – and the Red Rocks music festival.

During the Winter Games, Sberbank organised an ice climbing festival in the Olympic Park, giving each visitor the opportunity to try their hand at climbing. Professional climbing athletes from around the world also attended the event.



## VOLKSWAGEN GROUP RUS



VOLKSWAGEN Group Rus is part of the global Volkswagen group and became the official automobile partner for the Sochi 2014 Olympic Winter Games in 2009.

As a General Partner of the Sochi 2014 Olympic Winter Games, VOLKSWAGEN Group Rus provided the Sochi 2014 Organising Committee with approximately 4,000 Volkswagen, Audi and ŠKODA Passenger Cars, and Volkswagen Commercial Vehicles.

About 60 per cent of the Sochi 2014 fleet was manufactured at the VOLKSWAGEN Group Rus

plants in Kaluga and Nizhny Novgorod in Russia. The Sochi 2014 fleet consisted of vehicles with Bluemotion technologies and diesel engines, which helped to minimise the impact on the region's unique natural environment. In addition, all vehicles met the Euro 4 or Euro 5 emission standards.

VOLKSWAGEN Group Rus also provided cars for the Olympic Torch Relay and was responsible for their maintenance. The Olympic Torch Convoy consisted of the Volkswagen Touareg, Amarok, Crafter and Caravelle models – 31 cars in total.

During the Sochi 2014 Olympic Winter Games, around 75,000 guests visited the VOLKSWAGEN Group Rus Pavilion located in the Olympic Park in Sochi.

The pavilion housed an exhibition featuring vehicles from the Sochi 2014 fleet and new concept cars, as well as a 30-metre high LED screen, a radio booth, TV studio and a reception hall, where the Czech and German National Olympic Committees held their press conferences. Visitors also enjoyed the Audi Quattro Mountain – a 12-metre high artificial mountain ridge that provided a thrilling ride for members of the public.

Perhaps the most colourful and eye-catching attraction in the pavilion was the "Living Medal Count" dance show, which featured digital graphics and was staged three times a day to inform guests at the Winter Games about the achievements of teams from different countries.



## CHAPTER FIVE TICKETING AND THE SPECTATOR EXPERIENCE



**"OVERALL WE ARE HAPPY WITH THE ATTENDANCE. WE HAVE REALLY GREAT EXAMPLES LIKE LUGE, SKELETON AND, FOR EXAMPLE, WOMEN'S HOCKEY, WHICH WAS THE MOST AMAZING THING FOR US AS WELL, SO OVERALL WE ARE HAPPY. WE ARE FULLY SATISFIED WITH THE RESULTS."**

**DMITRY PERLIN, DIRECTOR FOR TICKETING, SOCHI 2014**

From the huge cheers that were heard in venues such as the Bolshoi Ice Dome and the Iceberg Skating Palace, to the cowbells that echoed around the slopes of Rosa Khutor, it was clear that fans fully embraced the Sochi 2014 Olympic Winter Games.

The Sochi 2014 Ticketing Programme was one of the largest in the history of the Winter Games, allowing as many people as possible to enjoy the Games experience. In total, over one million tickets were sold by the Sochi 2014 Organising Committee, with an additional 770,000 tickets distributed for the first ever Olympic Park at a Winter Games, as fans flocked there to enjoy sponsor showcasing, regional street performances, hospitality houses, cultural celebrations and live Olympic sport on big screens.

### TICKET SALES

The Sochi 2014 Ticketing Programme was launched on 7 February 2013, exactly one year before the start of the Games, and gave fans in Russia and around the world the opportunity to purchase tickets either from the official website, ticket offices, or Authorised Ticket Resellers. During the Games, any remaining tickets were sold via the Sochi 2014 website and app, the Main Ticket Centres and the Ticket Box Offices directly at the sports venues. A fan-to-fan marketplace was also developed, allowing spectators to buy unwanted tickets from other Olympic fans who could no longer use them.

### TICKET PRICES

Games tickets were available at a wide range of prices in order to make Sochi 2014 as accessible as possible, with the least expensive costing RUB 500 (approximately USD 17). More than 40% of all Games tickets cost less than RUB 3,000 (about USD 99), while fans were also able to buy tickets to any sport for RUB 1,500 (about USD 50) or less. Daily tickets to enter and spend the day in the Olympic Park were also available for RUB 200 (about USD 6).

**"I'VE NEVER BEEN TO AN OLYMPIC GAMES BEFORE, BUT IT'S REALLY GREAT AND EVERYONE IS SO FRIENDLY. WHEN SOCHI WON THE GAMES, WE KNEW THAT WE WANTED TO COME AND EXPERIENCE IT FOR OURSELVES."**

**Tatiana Kasimova,  
Olympic fan from  
Krasnodar, Russia**





## LIVE SITES

The incredible atmosphere during the Games was not limited to the Olympic venues and the Olympic Park: 12 Live Sites were set up in Sochi and in cities across Russia, allowing members of the public to come together to watch live Sochi 2014 coverage on big screens. These sites proved hugely popular with fans across Russia, providing approximately 675,000 non-ticketed spectators with a live Olympic experience outside the Olympic venues.

## TICKETING PARTNERS

In recognition of Visa's longstanding support of the Olympic Games, Visa cards were the only cards accepted for payment when ordering tickets.

Sberbank – a General Partner for Sochi 2014 – also acted as the acquiring bank for the Sochi 2014 Ticketing Programme, providing support for operations involving Visa cards. As part of the project's implementation, Sberbank successfully integrated a new Visa processing platform, which helped to provide a high level of security for payments made on the official Sochi 2014 website.

Other ticketing partners included Jet Set Sports, Sochi 2014's Official Supplier in the "Hospitality" category for the Russian territory. Hospitality packages from Jet Set Sports included tickets, hotel accommodation, catering and transfers.

CTS Eventim AG, meanwhile, was the Sochi 2014 Organising Committee's official supplier in the "Ticketing Services" category and was represented in Russia by the ticketing agent PARTER.RU. The company provided a platform for ticket sales, including technological and operational solutions based on innovative ticketing programmes, which helped the Sochi 2014 Organising Committee to provide a transparent ticket distribution system at the Games.

### DID YOU KNOW

The most in-demand events among ticket buyers were the Opening and Closing Ceremonies, ice hockey, biathlon and figure skating.



CAN'T STOP  
BEAMING! I'M AT  
THE OLYMPICS!!  
#SOCHI2014

@maria\_mancina,  
Olympic fan on  
Instagram

## CHAPTER SIX LICENSING AND MERCHANDISING



From the queues at the Sochi 2014 Superstore, to the hordes of fans clad head-to-toe in official Sochi 2014 clothing, clutching bags of Games souvenirs as they made their way through the Olympic Park, it was clear that the Sochi 2014 Licensing Programme was a huge success.

Fans eager to snap up mementos from the Games were spoiled for choice, with official licensees for the Games issuing approximately 5,000 different souvenir items featuring the Sochi 2014 symbols, and sales of official Sochi 2014 products reaching USD 500 million.

The Sochi 2014 retail programme boasted more officially licensed retail outlets than for any previous Winter Games, with 4,500 official retail outlets across Russia, while the sale of Sochi 2014 plush souvenirs broke Olympic records with over 3.6 million items sold by the end of the Games.

Direct revenue for the Sochi 2014 Organising Committee from Licensing Programme sales – including the Philatelic and Numismatic programmes – exceeded USD 40 million, with 55 licensees operating in categories such as apparel and footwear, sporting goods, household goods, accessories, stationery, souvenirs, toys and many others.

**“THIS HAS BEEN THE BIGGEST, MOST SUCCESSFUL LICENSING PROGRAMME IN RUSSIAN HISTORY AND ONE OF THE BIGGEST IN OLYMPIC WINTER GAMES HISTORY.”**

**TIMO LUMME, MANAGING DIRECTOR, IOC TELEVISION AND MARKETING SERVICES**

**DID YOU KNOW**

By the end of the Games over 3.6m Sochi 2014 plush toys had been sold.





## RETAIL OPERATIONS

The efficient sale of licensed merchandise before and during the Games was provided through official retail sales operators, the distribution networks of the licensees, offices of the Games marketing partners and the official online shop.

The Olympic licensed retail network was presented to customers in several formats during the Games: the Sochi 2014 Olympic Superstore in Moscow and the Sochi 2014 Olympic Superstore in the Olympic Park in Sochi; Sochi 2014 Olympic Stores in several locations; Sochi 2014 official merchandise retail stores in the Olympic venues; more than 4,500 outlets at the biggest retail chains in the Russian Federation; and mobile booths where Sochi 2014 official merchandise was sold during the course of the Torch Relay.

There were stores in both competition and non-competition venues during the Games, including Olympic Villages and Media Centres, with total retail space from 18 up to 2,500 square metres.

There was a full range of Sochi 2014 licensed merchandise in each of the Sochi 2014 venue retail stores, ranging from colourful pins and key chains, clothing and accessories for pets, all the beloved Games mascots, notebooks and pens for schoolchildren and much more.

## PHILATELIC PROGRAMME

The Sochi 2014 Philatelic Programme began in 2011 when more than 10 million commemorative stamps were issued. In total, eight blocks of stamps, 50 different postage stamps and postcards as well as a set of all released stamps in decorative bindings were released.

Among the subjects used for Sochi 2014 postage stamps were winter sports, the mascots of the 2014 Games, the Olympic sports venues, the Olympic Torch Relay, sports legends and views of the Krasnodar Region.

Furthermore, for the first time in Russian history, as well as in the history of the Olympic Movement, postage stamps with a two-dimensional QR-code for recognition on mobile devices were released. The stamp featured the image of the official logo of the XXII Olympic Winter Games in Sochi and the two-dimensional QR-code with an encrypted link to [www.sochi2014.com](http://www.sochi2014.com), which people could access through a mobile device by downloading a special application.



## COIN PROGRAMME

The Sochi 2014 Coin Programme continued a long tradition of issuing coins to celebrate the Olympic Games, with the first modern Olympic coin issued for the 1952 Games in Helsinki.

The Sochi 2014 Coin Programme became one of the largest in the history of the Olympic Movement, and between 2011 and 2014 there were 47 types of commemorative and investment coins made from gold, silver and copper-nickel metals, with a total circulation reaching more than 86.7 million coins. The theme and design of the Sochi 2014 coins reflected not only the Winter Games, but also the rich Russian culture and the natural environment of the host region, while nine coins in an original rectangular shape featuring the mascots of the Sochi Games were also issued.

The Central Bank of the Russian Federation also issued the first ever banknote to commemorate an Olympic Winter Games. A contest to design the 100-ruble banknote was won by Pavel Bushuev, a student of the Repin Institute of the St Petersburg Academy of Arts.

## TRADITIONAL HANDICRAFTS

The Sochi 2014 Licensing Programme also supported native handicrafts produced by the people of Russia by launching a series of traditional handmade arts and crafts featuring the Games marks, which went on sale in 2011. These products aimed to reflect the multi-faceted culture of Russia and were made by hand exclusively at domestic enterprises by Sochi 2014 licensees in the "Folk Craft" category.

Products included cups, plates, platters, vases and dinner sets that combined the Sochi 2014 Games marks and the ethnic Gzhel design, renowned Semikarakorsk ceramics – which included teapots, mugs, cups, plates, dinner sets, vases and bells, all featuring unique hand-painted floral patterns – and traditional matryoshka nesting dolls decorated with the Olympic marks and the famous Russian Khokhloma style.

## OFFICIAL VIDEO GAME

To mark the Sochi 2014 Olympic Winter Games, an official video game was released as part of the IOC's global licensing programme. 'Mario & Sonic at the Sochi 2014 Olympic Winter Games' was released in November 2013 for the Nintendo Wii U and was the fourth in the successful 'Mario & Sonic' video game franchise, selling approximately 340,000 units worldwide.



## CHAPTER SEVEN

## THE OLYMPIC AND

## SOCHI 2014 BRANDS



**"OLYMPISM IS MORE THAN A CONCEPT FOR SPORT. IT IS A PHILOSOPHY OF LIFE."**

**THOMAS BACH, IOC PRESIDENT**

Each edition of the Olympic Games places the Olympic brand at the forefront of the global consciousness, with billions of people all over the world enthralled by the time-honoured traditions and values that are linked to the sporting spectacle that takes place under the banner of the Olympic rings.

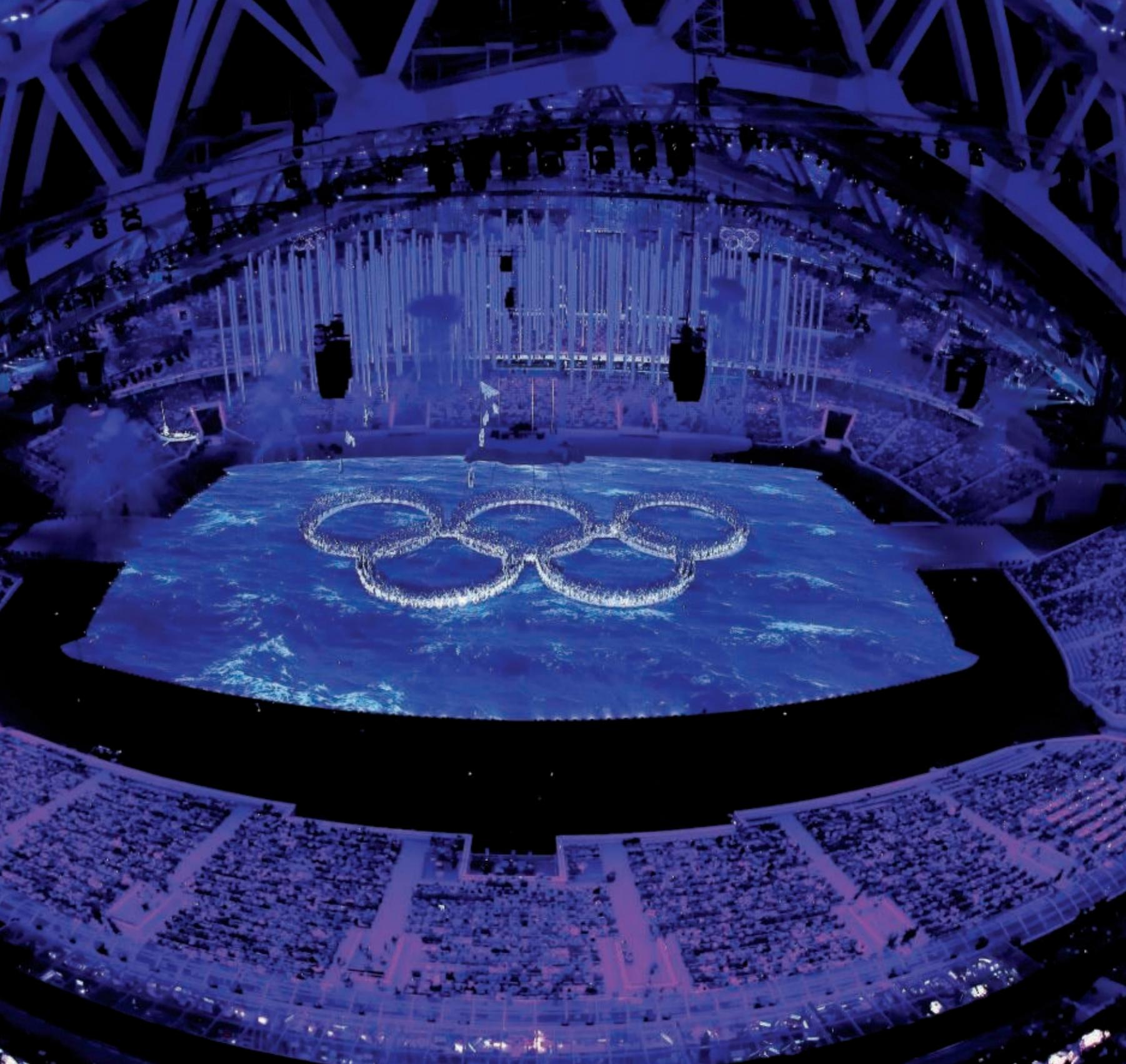
Thanks to the unique platform created by the Games, the Olympic rings have become one of the most widely-recognised symbols in the world, with 93% of people globally able to correctly identify them, according to IOC research.

Research has also shown that the Olympic rings outperform other key global brands across a range of values, including: "Inspirational", "Heritage & Tradition", "Diversity", "Optimistic", "Excellence", "Global" and "Inclusive".

The rings therefore provide a powerful identity for the Olympic brand, which embodies the vision, mission and working principles of the Olympic Movement.

With these emotive values at its core, the Olympic brand is able to transcend sport, resonating strongly with people of all ages and cultures from all over the world.

This enduring strength helps attract commercial partners that are eager to align their own brands with the values of Olympism. The Olympic brand therefore provides a valuable asset to the Olympic Movement and the Olympic marketing programme.





## IOC BRAND CAMPAIGN

“THE ‘INSPIRATION WITHOUT BORDERS’ SPOT DEMONSTRATES HOW THE GAMES ENTHUSE AND INSPIRE PEOPLE IN ALL CORNERS OF THE WORLD.”

TIMO LUMME, MANAGING DIRECTOR, IOC TELEVISION & MARKETING SERVICES

In the build-up to Sochi 2014, the IOC launched a new campaign, which featured a series of TV spots, to promote the Olympic brand and engage a global youth audience in the Olympic values.

The first spot, entitled “Inspiration Without Borders”, featured archival Olympic footage intercut with shots of children practising sport, highlighting the connections between Olympic athletes and the young people whom they inspire around the world. The second spot was called “Forward Momentum” and showed how the sports of the Olympic Winter Games have evolved over the years while retaining their pageantry and sporting excellence.

The spots were shown by 46 broadcasters in 78 territories as part of their promotion and coverage of the Sochi 2014 Olympic Winter Games.

## SOCIAL MEDIA

The Olympic brand was highly visible across a variety of social media platforms during the Sochi 2014 Olympic Winter Games, with Olympic athletes and fans taking online engagement to new heights, accounting for some two billion impressions across all Olympic social media platforms.

In total, more than two million new fans joined the Olympic Facebook page during Sochi 2014; the Olympic Twitter account amassed 168,101 new followers; the Olympic Instagram account gained more than 150,000 new followers; and VK saw over 650,000 new fans join the Olympic page, with a total of three million visitors during February 2014.

## DID YOU KNOW

Almost 70% of the IOC’s social media users are under the age of 24, and just under 35% are between 13 and 17.



## THE SOCHI 2014 BRAND

**“THE SOCHI 2014 BRAND FULLY CORRESPONDS TO THE STRATEGIC VISION OF THE ORGANISING COMMITTEE: TO HOST THE MOST INNOVATIVE GAMES IN HISTORY, WHICH REFLECT THE CHARACTER OF THE NEW RUSSIA AND DELIVER POSITIVE, SUSTAINABLE CHANGE.”**

**NELLI ALEKSANDROVA, HEAD OF BRAND, SOCHI 2014**

Each edition of the Olympic Games features its own distinctive brand, with a corresponding visual identity that influences everything from the design of the Olympic medals to the colours of the volunteers' uniforms. Each of these Games' brands is designed to reflect the culture and character of the host city.

These unique assets help distinguish each Games from previous editions while also creating an instantly-recognisable “look” that is seen by billions of people around the world.

The Sochi 2014 brand was launched in 2009 and aimed to showcase a contemporary Russia to the world.

At the heart of the brand was the official emblem, which encompassed the Russian domain name of Sochi 2014 (Sochi2014.ru) to underline the innovative nature of the 2014 Winter Games and its relevance to the whole of Russia, while also highlighting where the Games were being held.

The visual identity, or look, of the brand was inspired by traditional Russian patterns, re-interpreted in a modern way. The principle concept of the look was the Russian-inspired “patchwork quilt” – a combination of 16 designs representing the most famous traditional Russian arts and crafts, ranging from Gzhel to Khokhloma.

This visual embodiment of the Sochi 2014 Olympic Winter Games philosophy was intended to express the character of modern Russia while at the same time introducing guests from all over the world to traditional Russian hospitality.





## SOCHI 2014 SLOGAN

**“THE SOCHI 2014 SLOGAN DEMONSTRATES THAT IT IS IMPOSSIBLE NOT TO PARTICIPATE, WATCH, EXPERIENCE AND BE PROUD BECAUSE THESE ARE YOUR GAMES.”**

**DMITRY CHERNYSHENKO, PRESIDENT, SOCHI 2014**

The Sochi 2014 slogan – “Hot.Cool.Yours.” – was unveiled in 2012. The word “Hot” reflects the intensity of sporting battle and the passion of the spectators, while also emphasising the location of the Games, in the resort city of Sochi. “Cool”, meanwhile, references the fact that it is a Winter Games, as well as alluding to traditional perceptions of Russia as a country with a cold climate. “Yours” shows that while the Games is a large-scale national project, everybody can share in the spectacle, competitions, sense of pride and culture at the Games, while the dot after each word draws a parallel with Sochi 2014’s unique digital emblem.

## MASCOTS

From September to December 2010, the Sochi 2014 Organising Committee ran a nationwide competition giving members of the public the chance to design the official Olympic mascots, which they said “should encompass a range of features characteristic of Russia, and at the same time be intelligible to people of every age, profession and nationality”. More than 24,000 entries were received before the Hare, Polar Bear and Leopard were chosen following a nationwide public vote, with the results broadcast during a live television show.

## SPORT PICTOGRAMS

Since Tokyo 1964, each edition of the Games has depicted the sports on its programme through iconic graphic symbols that reflect the culture of the host nation. The Sochi 2014 pictograms were inspired by those used at the Moscow 1980 Olympic Games – “creating a bridge from the past to the future”, according to organisers – and boasted a visual simplicity, combining smooth and straight lines to portray the different Olympic disciplines.



## OLYMPIC TORCH

**“THE SOCHI 2014 TORCH COMBINES TRADITIONAL RUSSIAN MOTIFS WITH THE VERY LATEST TECHNICAL KNOW-HOW IN THE FIELD OF DESIGN. THE ELEGANT, EXTRAORDINARY AND RADIANT SOCHI 2014 TORCH REPRESENTS RUSSIA’S BEAUTY AND ITS MULTIFACETED NATURE.”**

**DMITRY CHERNYSHENKO, PRESIDENT, SOCHI 2014**

The Olympic torch for Sochi 2014 was unveiled in January 2013 with a bright, eye-catching design in the shape of a feather, evoking images of the legendary phoenix, or firebird, which features prominently in Russian folklore as a symbol of good fortune and happiness.

The torch design was developed by a Russian creative team, led by Vladimir Pirozhkov and Andrei Vodyanik, and featured chrome and red detailing, with red being the traditional colour of Russian sports teams.

The torch weighed nearly 1.8 kg and was 0.95 m tall, with its weight and centre of gravity carefully calculated to ensure that it would be as comfortable as possible for runners to carry during the Torch Relay.

## MEDALS

The Sochi 2014 Olympic medals were carefully crafted to depict the landscape of Sochi, with the sun’s rays reflecting through the snowy mountaintops onto the sandy beaches of the Black Sea coast. The unique design also featured the Sochi 2014 “patchwork quilt” – a mosaic of national patterns from the various cultures and ethnicities of the Russian Federation.

The Olympic rings can be seen on the front of the medals, while the reverse depicts the Sochi 2014 logo and the name of the competition for which the medal was awarded, in English. The official name of the Olympic Winter Games also appeared, engraved on the medal’s rim, in Russian, English and French.



## CHAPTER EIGHT

# PROTECTING THE OLYMPIC BRAND



**"ULTIMATELY, COMPANIES WHICH TRY TO CREATE THE FALSE IMPRESSION THAT THEY ARE AN OFFICIAL PARTNER OF THE OLYMPIC GAMES, OR CREATE A FALSE ASSOCIATION WITH THE OLYMPIC GAMES, ARE CHEATING OLYMPIC ATHLETES, OLYMPIC GAMES ORGANISERS AND OLYMPIC FANS."**

**GERHARD HEIBERG, CHAIRMAN, IOC MARKETING COMMISSION**

As one of the world's most recognisable symbols, the Olympic rings are an extremely valuable asset for the Olympic Movement.

In order to protect the value of the brand and honour the exclusive partnerships on which the Olympic Movement's commercial programmes are based, the IOC, working with the Organising Committees and National Olympic Committees, takes action against unauthorised use of the Olympic symbol and issues clear guidelines to ensure that its integrity is maintained every time it is used.

### **AMBUSH MARKETING**

Any attempt to use the Olympic symbols without permission or create an unofficial association with the Olympic Games or the Olympic Movement is known as ambush marketing.

These unauthorised activities – which range from selling unofficial branded products featuring the Olympic symbols, to unsanctioned advertising campaigns exploiting the Olympic images – reduce the value of the Olympic brand, damage the investment of genuine Olympic partners and undermine the Organising Committee's ability to fund the Games successfully.

If such ambush marketing tactics succeed, there is a risk that official partners might cease to support the Olympic Movement, which would jeopardise the future of the Olympic Games and the development of sport around the world. Measures are therefore taken to protect the exclusive marketing rights of official Olympic partners and ensure that no entity creates an unauthorised association with the Games or the Olympic Movement.

For the Sochi 2014 Olympic Winter Games, the Organising Committee worked in cooperation with state authorities to implement a series of measures aimed at monitoring and fighting any cases of unauthorised use of the Olympic symbols.





## SOCHI 2014 BRAND PROTECTION PROGRAMME

**“THERE WERE NO MAJOR BRAND PROTECTION ISSUES AT GAMES-TIME – AN OUTSTANDING RESULT FOR THE SOCHI 2014 BRAND PROTECTION EDUCATIONAL AND ENFORCEMENT PROGRAMME.”**

**ALEXEY SHVETSOV, DIRECTOR OF BRAND PROTECTION, SOCHI 2014**

After awarding the Olympic Games to a host city, the IOC entrusts the local Organising Committee with the responsibility of protecting the Olympic brand within the host country.

The Sochi 2014 Organising Committee therefore became the guardian of the Olympic brand within Russia when it was awarded the Games in 2007. In order to uphold this commitment, the Russian government established the Olympic Law, which prevents the violation of the usage rights of the Olympic symbols.

The Sochi 2014 Organising Committee also implemented a comprehensive brand protection programme to ensure awareness and understanding of the law and to avoid any possible infringements.

As part of this programme, the Organising Committee held over 100 information and educational events for law enforcement bodies, including training courses for Organising Committee staff, contractors and volunteers on matters relating to cross functional cooperation on brand protection during the Games.

The combined activities of the Sochi 2014 Organising Committee and brand protection bodies led to over 1,500 cases of administrative rights violations being opened up, along with 200 criminal cases to date.



## COUNTERFEIT MERCHANDISE

One of the key revenue sources for any Organising Committee is the official licensing programme and the sale of authorised merchandise. Central to the success of any Olympic licensing programme is the reliable protection of official licensed merchandise bearing the Olympic marks against counterfeit goods. The Sochi 2014 Organising Committee therefore implemented a special identification system for official merchandise using self-adhesive stamps and holograms, which featured both visible and hidden security measures. The system enabled customers to verify the authenticity of a purchased item using a set of printed and electronic features.

## CLEAN FIELD OF PLAY

Unlike many other major sporting events, the Olympic Games take place in venues that are free of advertising or commercial branding. This strict 'clean field of play' policy is stipulated in the Olympic Charter and aims to preserve the integrity of the Olympic Games by maintaining an environment that is purely focused on sporting competition.

In order to ensure that this policy is adhered to at each edition of the Games, the IOC works closely with Organising Committees to remove any advertising or commercial branding from the field of play, as well as the areas immediately surrounding the Olympic venues.

In the build-up to Sochi 2014, the IOC worked closely with the Organising Committee to ensure this policy was adhered to, which included training venue managers and other personnel on policies and practices for ensuring a clean field of play. During the Games, brand protection teams also toured all venues to ensure compliance with branding guidelines.

## OLYMPIC RIGHTS ACTIVATION

While Olympic partners are allowed to communicate their association with the Olympic Movement through the use of Olympic marks and imagery, they must adhere to established standards for proper usage in order to protect the Olympic brand and ensure the value of an Olympic association.

For Sochi 2014, the IOC and the Organising Committee therefore reviewed all materials, executions and communications produced by Olympic partners and broadcasters that include Olympic references, imagery or marks to ensure compliance with the guidelines for proper usage.



## BROADCAST MONITORING



During Sochi 2014, the IOC monitored the global broadcast coverage of the Winter Games to identify any messages that could have potentially damaged the Olympic brand or infringed upon the rights of the official Olympic marketing partners.

This Infringement Monitoring Programme also ensured that unauthorised parties did not use Olympic intellectual property and that Olympic broadcast rights holders complied with their contractual obligations.

By checking for ambush marketing advertisements, unauthorised commercial overlays and overt in-studio commercial signage, the programme helped preserve the unique 'clean' nature of the Olympic Games broadcast.

## INTERNET MONITORING

In addition to monitoring the Games broadcasts around the world, the IOC also implements an Internet Monitoring Programme at each Games, which uses the most advanced technologies available to prevent, track and take action against violations, such as video infringements on any online or mobile platform.

The Internet Monitoring Programme also monitors geo-blocking, to ensure that rights-holding broadcasters respect their territorial rights online, as well as online advertising, news access and ambush marketing.

During Sochi 2014, it was estimated that less than 1% of viewership on digital platforms was via illegal streams, with the huge offering of official digital coverage being the key deterrent against piracy. In terms of incidents, over 62,000 video infringements were managed, including 55,000 videos on online video sharing platforms and 7,200 live streams. In comparison, 34,429 infringing videos (including around 2,000 live streams) were managed in total during Vancouver 2010.





## CHAPTER NINE

# ACKNOWLEDGEMENTS

**“THE SOCHI 2014 OLYMPIC WINTER GAMES WOULD NOT HAVE BEEN SUCH A SUCCESS WITHOUT THE SUPPORT THAT WAS SHOWN BY OUR BROADCAST PARTNERS, THE WORLDWIDE OLYMPIC PARTNERS AND THE DOMESTIC SPONSORS.”**

THOMAS BACH, IOC PRESIDENT

#### OLYMPIC BROADCAST PARTNERS

América Móvil	Arab States Broadcasting Union (ASBU)
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CBC	CCTV
Dentsu	Fox Turkey
France Télévisions	Infront Sports & Media AG
Japan Consortium	NBC
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Seoul Broadcasting System (SBS)	Sky Italia
SKY Network Television Ltd	South African Broadcasting Corporation (SABC)
Sportfive	Sportsmax
Star India	SuperSport International
TV Globo and Bandeirantes	TVE

#### THE WORLDWIDE OLYMPIC PARTNERS





## SOCHI 2014 NATIONAL PARTNERS



## SOCHI 2014 PARTNERS



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Avaya  
Jet Set Sports  
Wild Red Entertainment

Baltika  
Kommersant  
Yamaha

## SOCHI 2014 SUPPLIERS

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KIOUT  
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Rosatom  
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